

THE WORLD'S FIRST AIR CARGO MAGAZINE—NOW IN ITS 19th YEAR

AIR TRANSPORTATION

AUGUST • 1961

The Air Magazine for The Modern Shipper

Vol. 39, No. 2

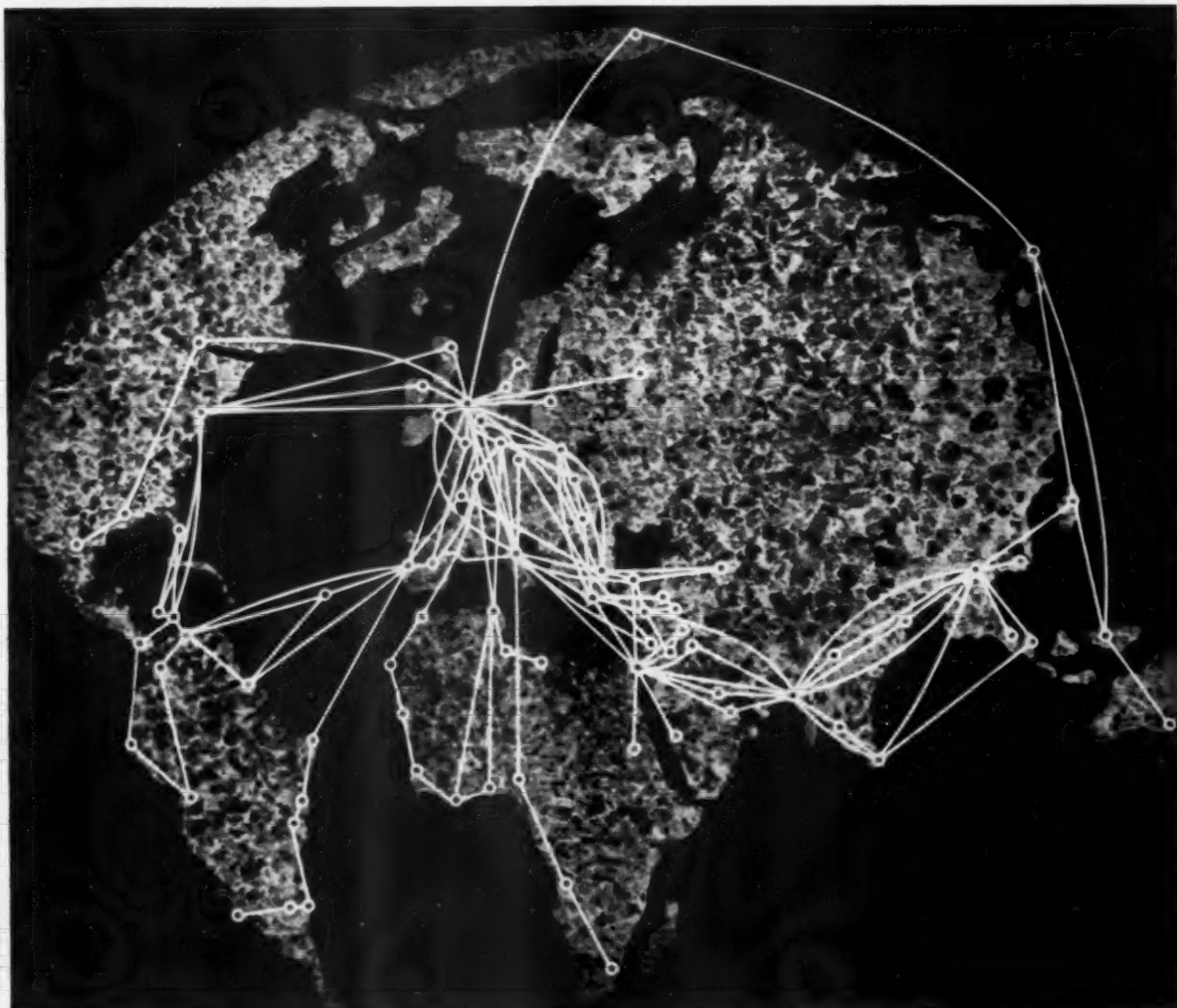
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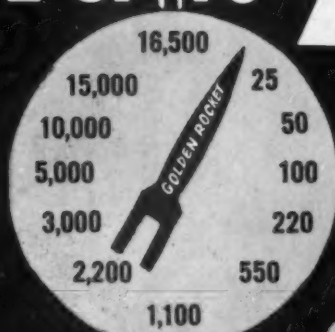
AT Spotlight



WHEREVER YOUR SHIPMENT GOES, SO DOES KLM. Only one airline gives you 114 cities in 80 countries, including every major overseas market. KLM, of course—the same airline that pioneered air cargo service 42 years ago. Scope and experience are important, but so are the talents of KLM people. In the U.S., 150 experts represent KLM air cargo. All are trained to make quick decisions and the right ones, to handle details in a hurry, to deliver your shipment on time at lowest possible cost. You can depend on KLM Cargo Representatives. They are the real reason KLM is cargo choice of the world. KLM Royal Dutch Airlines, 609 Fifth Avenue, New York 17, New York.

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ROYAL DUTCH
AIRLINES

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Write for your free copy of AEI's new heavy duty tariff and other literature concerning the exciting new programs developed by AEI... the world leader.

*Effective September 1961, Subject to C.A.B. approval

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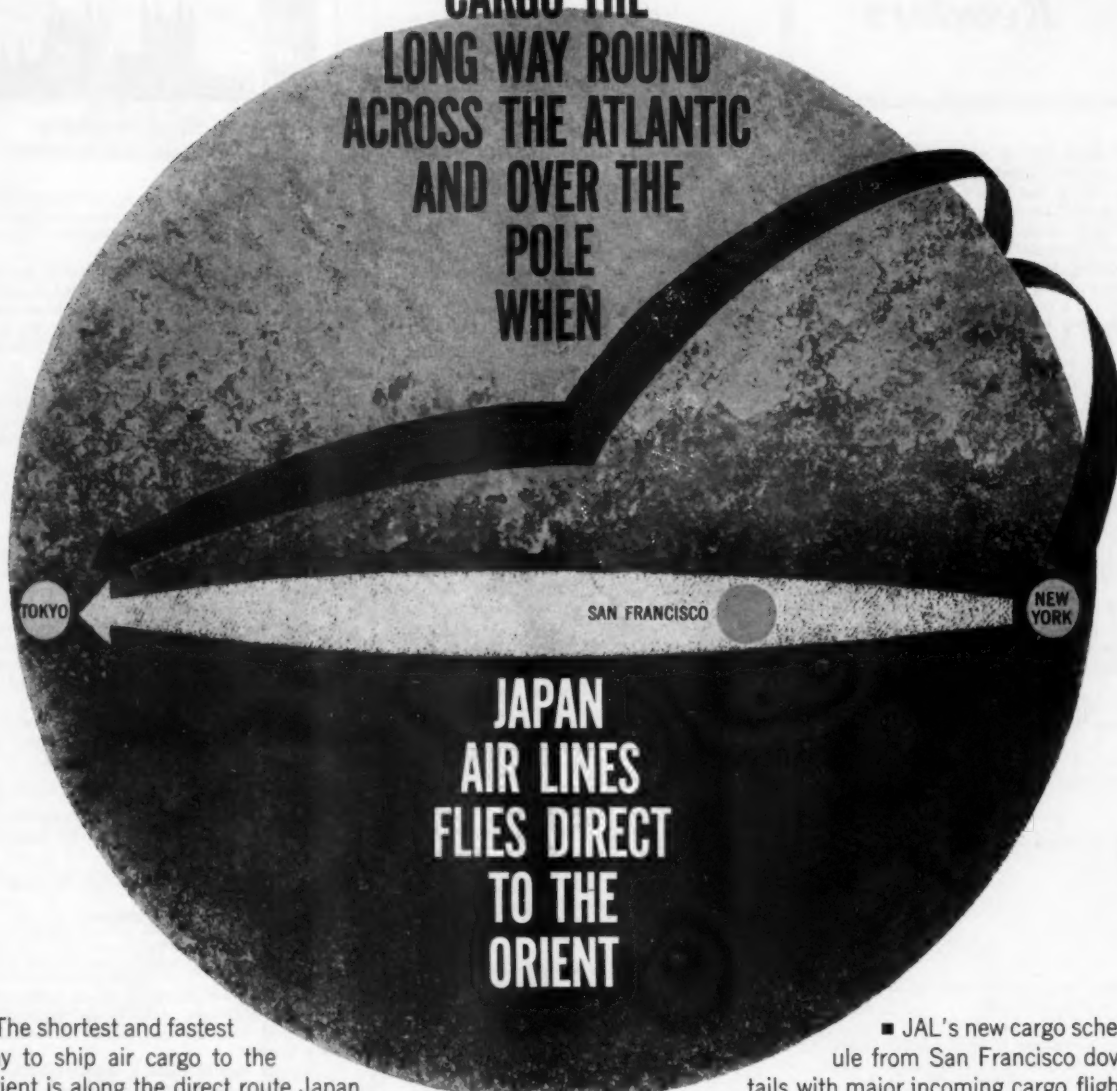
GOLDEN ROCKET OFFICES: Atlanta, Boston, Chicago, Cleveland, Dallas/Fort Worth, Detroit, Houston, Los Angeles, Miami, Milwaukee, Newark, New Orleans, New York, Oklahoma City, Philadelphia, Pittsburgh, San Francisco, Washington, D. C.

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SHIP YOUR
CARGO THE
LONG WAY ROUND
ACROSS THE ATLANTIC
AND OVER THE
POLE
WHEN**



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AIR LINES
FLIES DIRECT
TO THE
ORIENT**

■ The shortest and fastest way to ship air cargo to the Orient is along the direct route Japan Air Lines flies—straight from the U. S. across the Pacific to Japan. From Chicago and New York or anywhere in the eastern U. S., it's faster to forward freight westward—and when time means money, it's cheaper, too.

■ JAL's new cargo schedule from San Francisco dovetails with major incoming cargo flights from the East. There's ample time to transfer your freight, yet no delay in shipping it on across the Pacific. And JAL's DC-7Fs, as you know, take the bulkiest or the most fragile cargo with equal consideration.

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From The Readers

I think it is in order to correct my good friend Bob Hewitt's iterated statement that the DC-7F has "the lowest ton-mile cost of all cargo aircraft presently in existence." Aside from the grammatical misuse of the word "presently," this is not the fact. It probably has the second lowest since the Canadair CL-44 is now in operation. I am sending a copy of this letter to Bob in the hope that he will mend his ways.

Henry M. Marx
Kramer, Marx, Greenlee & Backus
New York, N. Y.

May I take this opportunity to express the appreciation of all the people at Wings and Wheels for your excellent description of the manner in which we feel we do our daily job. . . .

Edward L. Richter
President
Wings and Wheels, Inc.
Flushing, N. Y.

(The article referred to by Mr. Richter is A Play, A Review, and a Forwarder, by Viola Castang, which appeared in the June issue.—Editor.)

... Enjoy your magazine very much.
F. T. Robertson
Traffic Manager
Universal Rundle Corp.
New Castle, Pa.

Your magazine has been most informative.

Fred Koch
Traffic Manager
R. Orthwine Corp.
New York, N. Y.

Your magazine is very informative.
T. C. Tener
Traffic Manager
Peerless Drug & Chemical Co., Inc.
New York, N. Y.

You are to be congratulated for putting out a splendid June issue. All your issues are read with great interest.

Albert Rettin
Chicago, Ill.

Air Transportation certainly has become the most informative and most interesting publication for the air cargo trade.

Erwin Rautenberg
General Manager
Air-Sea Forwarders, Inc.
Los Angeles, Calif.

We enjoy your magazine and circulate it quite extensively in our office.

Paul R. Glick
Director of Traffic
Procter & Gamble Co.
Cincinnati, Ohio

... Keeps me up to date on the latest changes in air transport. I look forward to my copy's arrival.

Matthew Coffey
Circulation Manager
New York Mirror
New York, N. Y.

... Informative and interesting.
E. S. Novatny
Traffic Manager
Ford Motor Co.
Cincinnati, Ohio

I find *Air Transportation* very helpful.

E. P. Brewer
Traffic Manager
The Climalene Co.
Canton, Ohio

I have enjoyed your magazine.

Harlan Calhoun
Traffic Manager
Pfeifer's of Arkansas
Little Rock, Ark.

... The finest aviation magazine published in the interests of cargo shipping.

Robert L. Woodhouse
Traffic Manager
Spaulding Fibre Co., Inc.
Tonawanda, N. Y.

I find *Air Transportation* extremely informative.

Dominic Orlando
Traffic Manager
Hauck Mfg. Co.
Brooklyn, N. Y.

... Enjoy reading this magazine.

R. F. Whiteman
Reservations Supervisor
Celanese Fibers Co.
Charlotte, N. C.

Your publication serves, among other things, as a good instrument for the exchange of ideas, thinking, etc., between the various segments of the transportation industry.

Richard B. Rau
Customer Service Manager
Merck, Sharp & Dohme International
New York, N. Y.

This publication is one of the best that we receive.

Charles R. Mayer
Traffic Manager
The McKay Co.
Pittsburgh, Pa.

Your magazine has been interesting, informative and useful.

M. Haghani
President
Laminated Fiberglass Corp.
of America
New York, N. Y.

... Very good magazine.

Irving W. Wilson
Manager
Mutual Cut Flower Co., Inc.
New York, N. Y.

Air Transportation contains interesting and valuable information.

R. M. Briggs
Traffic Manager
Zurn Industries, Inc.
Erie, Pa.



By DAVID A. EDWARDS
United Kingdom Correspondent

BRITAIN'S economy is in danger. The value of the pound sterling is dropping rapidly and economists gloomily predict inflation.

Newspapers are carrying thick banner headlines such as *Export or Die!* and initial signs show that British manufacturers are taking this to heart. Air freight forwarders are enjoying a lucrative increase of business—an increase that seems to be proportionately shared by most agents.

Said M. Campbell of Morey Air Freight: "The volume of consignments passing through our hands has increased enormously."

John Cladwell of Universal Exports reported: "Shipments to countries in the dollar-zone are increasing every month. I think we will beat all records this year."

The effect of the new transatlantic specific commodity rates (*June AT*; pages 65-67) remains to be seen, but the British Board of Trade is requesting British concerns to try and reduce their dollar-spending to help ease the situation. So far, however, no appreciable decrease in shipments from the dollar-zone is reported by British cargo agents. Cladwell commented:

"I don't for one minute think that imports will show a decrease in the coming months. In fact, I am certain that they, too, will beat all records."

"Personally, I'm sure that the vast potential of air freight on the transatlantic routes is virtually untapped. Widespread



publicity is necessary to show how economical air freight really is and how each individual concern can adapt it to suit their varied needs.

"Agents should form a special publicity council to promote their services. I am sure that the results would more than justify the initial expense."

On the subject of the new transatlantic specific commodity rates, Cladwell said: "It's better than nothing, of course, but I was hopeful of a more sweeping revision of the situation."

Meanwhile freight flowing through the three major British "gateways"—London, Manchester and Glasgow—has increased enormously within weeks. And according to some forwarders, more all-cargo flights are called for on certain routes, particularly inter-European.

Light engineering goods, especially, are accounting for an appreciable increase in air shipments on scheduled passenger flights, more particularly on the transatlantic and inter-European runs. However, a number of traffic managers of engineering firms have been complaining of the lack of

(Concluded on Page 35)

AIR **TRANSPORTATION**

The World's First Air Cargo Magazine

Established October, 1942



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of Circulation

AIR TRANSPORTATION, published once each month, thoroughly covers the entire air cargo industry for the benefit of all those engaged in shipping and handling domestic and international air freight, air express and air parcel post. Included in AIR TRANSPORTATION'S wide coverage are: air shipping, cargo plane development rates, packaging, materials handling, documentation, air cargo terminal development, insurance, routing, interline procedures, new equipment, commercial airlines, military air transport service, air freight forwarding.

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Argument on Minimum Rates Set for Aug. 4

The Civil Aeronautics Board will hear on August 4 oral argument on whether existing minimum rate orders on domestic air freight shall stand or be revoked. In an earlier order, the Board had proposed the revocation of existing orders prescribing minimum domestic air freight rates, as well as for assembly and distribution services (April 1961 AT; Page 6).

Curt Nicolin Heads SAS

Curt Nicolin, a native of Sweden, has assumed the presidency of Scandinavian Airlines System. SAS is a consortium of Swedish, Danish, and Norwegian air carriers.

Cunard License in Force

Britain's licensing of Cunard Eagle Airways to operate a daily transatlantic service between London and New York, in direct competition with British Overseas Airways Corp., becomes effective August 1. Civil Aeronautics Board approval is required before operations can start.

Forwarders Rap Atlantic Cargo Rates Agreement

The Air Freight Forwarders Association, national industrial body, has notified the Civil Aeronautics Board that it does not see any true breakthrough possibilities in the new cargo rates for North Atlantic traffic which are to become effective September 1 (June 1961 AT; Page 14). Louis P. Haffer, executive vice president and counsel of the AFFA, who signed the letter, added that the rates agreement contains "some glimmer of future hope for the kind of quantity rate structure so much needed now."

"They (the airline members of the International Air Transport Association) have decided to hold off again, and meet the crisis with only a slight advance," Haffer asserted.

In a letter independent of the AFFA's, Air Express International conceded the rates to be "a step in the right direction," but contended that they do not meet with CAB Chairman Alan Boyd's own guidelines for "a satisfactory rate structure." The AEI letter was written by its president, Alvin B. Beck.

The comments were in response to an invitation by CAB Vice Chairman Robert T. Murphy for views on the North Atlantic cargo rates pact which terminated (Continued on Page 45)

Decline of U.S. Overseas Traffic Brings Probe Bid

A resolution introduced by Senator Norris Cotton (Rep., N. H.) is seeking to investigate United States policies with respect to international air transportation. The action by Senator Cotton and five co-sponsors was prompted by the decline of this country's air carriers in the share of international airline traffic.

Co-sponsors of the resolution are: Senator Thruston B. Morton (Rep., Ky.); Senator Andrew F. Schoepel (Rep., Kan.); Senator Hugh Scott (Rep., Pa.); Senator George A. Smathers (Dem., Fla.); Senator Strom Thurmond (Dem., S. C.).

Referring to the recent complaints of Pan American World Airways and Trans World Airlines against KLM and SAS, who have been accused of violating the conditions of their foreign air carrier permits (July 1961 AT; Page 4), Senator Cotton said that "the U. S. Government itself must be charged with considerable part of the blame for the decline of America's international air carriers." He expressed the opinion that the Government has been "excessively and damagingly generous in granting air transport rights to foreign nations."

Included in the probe urged by the six legislators would be a study of (a) why this country's international airlines are taking a smaller share of international traffic; (b) Federal policy governing negotiations of international air agreements; (c) the "authority, responsibility and organization" of the Civil Aeronautics Board and Department of State in that they affect policy; (d) enforcement of international air pacts; and (e) the effect of such pacts on domestic air commerce.

THE AGENTS ARE THE STUDENTS




H. F. Morton, BOAC's cargo manager-U. K. agency liaison (center, in dark suit), is pictured with group of British forwarding agents who have attended three-day course specially designed for the air carrier's agents. Directed by Morton, a veteran air cargo personality, the first course reportedly was oversubscribed. A second such course is scheduled to be held in London next month, with a third probably to follow on its heels.


Tiger Rate Structure Is Discussed in Washington

The Civil Aeronautics Board scheduled for late last month an informal meeting, requested by Norman Meyers, general counsel of the Flying Tiger Line, for the purpose of discussing the principles of and the methods whereby the all-cargo airline's new air freight tariffs were constructed. Attending the session were to be representatives of the domestic trunk lines, all-cargo air carriers, and air freight forwarders.

Tiger's tariff, which thus far has not been made public, has been protested by direct and indirect air carriers. It is charged that the new rates could start a rate war. Tiger denies this, indicating that its rate structure is not fully understood by those attacking it. The disputed tariffs are tied to Tiger's new CL-44 propjet swingtail freighters.

A black and white photograph of a woman sitting at a desk, talking on a telephone. She is wearing a light-colored dress and has her legs crossed. On the desk, there is a pen holder with several pens and a small clock.

"We have to
deliver a
bowling alley
to Marseilles"

A large, high-contrast black and white photograph showing a close-up profile of a man's face. He is holding a telephone receiver to his ear, and the image is heavily shadowed, emphasizing his features.

"Air France
can deliver!"

How about you? Name your shipping problem. Commodity. Loading. Connections. Destination. Air France cargo experts have a flair for taking the load off your mind. They'll show you the swiftest, most dependable, most economical way to get almost anything almost anywhere. Here's why: Air France offers not only all-cargo flights, but jet cargo service as well. Speeds cargo to more cities in more countries than any other airline. Has the shortest cargo closing time—one hour before take off. Ample reasons for you to join the experienced shippers everywhere who find it profitable to rely on Air France Cargo Service!

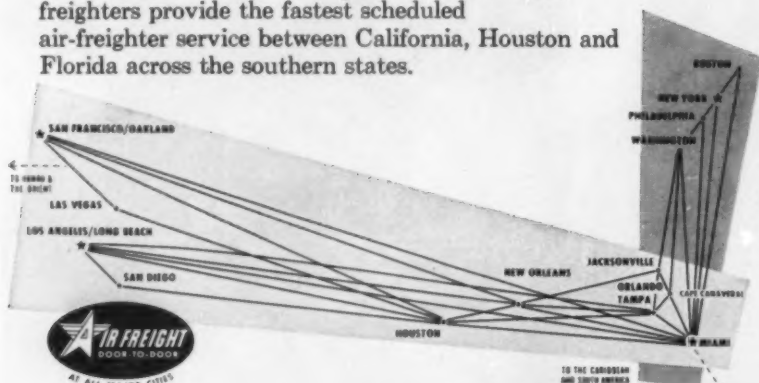
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AUGUST 1961—PAGE 5

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Now National's fleet of "Super-H" constellation freighters provide the fastest scheduled air-freighter service between California, Houston and Florida across the southern states.



Also, All-Cargo Freighter Service between **NEW YORK** and **FLORIDA**. Call your Freight Forwarder, Cargo Agent or nearest National office. In San Francisco, **JU 3-6577**, in Los Angeles, **646-3944** and

SHIP NATIONAL

New Service for Shippers Initiated by LAN-Chile

LAN-Chile Airlines, which operates four DC-6B flights a week between Miami and points in South America, has added another feature to its air cargo service. Henceforth shippers and air freight forwarders will receive information indicating the exact arrival time of each consignment.

Santiago Faz, general sales manager in North America for the Chilean air carrier, and Antonio Matas, Miami station manager, jointly revealed the new development at a press conference in New York.

Previously, LAN inaugurated a procedure which involves the airmailing of a card one hour after a flight's take-off, notifying the

shipper of the flight and departure time of his consignment. The new service rounds out the procedure, now taking into account both departure and arrival in two separate communications.

The Chilean airline has the authority to operate between its terminal point Santiago and New York, but probably will not open the latter service until the jet transports for which it is negotiating at the present time are received. Faz revealed that four of LAN's seven DC-6Bs will be converted to all-cargo configuration. An all-cargo operation between the two Americas will be inaugurated in about six months, he said. This will start on a weekly basis.

Faz emphasized that a cardinal rule of the LAN operation is "never to unload cargo to put passengers abroad." Shipments, he asserted, are never unloaded before destination airport is reached.

Global Test of Airborne Tropical Fish Successful

National Airlines and Pan American World Airways joined in a successful experiment involving a globe-circling flight of 120 tropical fish. Purpose of the flight was to test a special method of airfreighting.

Originating at the Rice Tropical Fish Farm, Ruskin, Fla., 50 sword tails and 70 moon fish were packed in a single insulated box containing four polyethylene bags. According to Robert D. Havenstein, National's regional cargo sales manager in New York, two bags filled with half a gallon of water contained 25 sword tails and 35 moon fish respectively; the other bags, with half the quantity of water, contained the same number and varieties of fish.

National flew the shipment from Tampa to New York, where it was taken over by Pan Am which carried it to Frankfurt, Calcutta, Hong Kong, Honolulu, and San Francisco before its return by National. The globe-grinding flight took 82 hours, with only two casualties among the 120 fish. Havenstein pointed out that most tropical fish can hold up well for a maximum of only 48 hours in transit.

Air-Cargo Symposium Is Held on the West Coast

A 10-week symposium in which representatives of the airlines and shippers participated, recently was held in Los Angeles. Publicized as

a *Learning Session on the Potential of Air Freight Transportation*, the seminars were conducted by Sid Epstein, of the Schine-Phillips Co., who set up the series of meetings. Topics covered included historical background, rates and routing, research and development, foreign trade, international brokerage, and domestic freight handling. Epstein declared that the success of this symposium will bring another one next year. This will be on an expanded basis, with a greater invitation list.



Epstein
Leads seminars

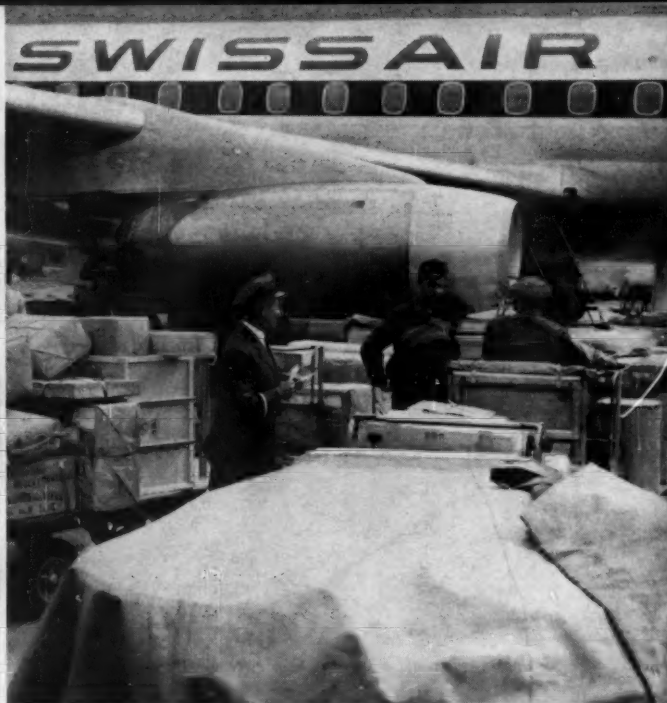
Two-Year Agreement On Caribbean Air Service

Delegations representing the West Indies, the United Kingdom and the United States announced provisional agreement on additional air services in the Caribbean. The arrangement will run until October 1, 1962, and is subject to further extension by mutual agreement of the West Indies and the United States.

In order to meet the urgent demands of the West Indies for additional routes, the United States is given the right to operate two routes, New York-Jamaica and Atlanta-Jamaica. A route between Antigua and New York is granted to the United Kingdom until the West Indies achieves independent status on May 31, 1962. At that time it will become a route for the West Indies. This agreement is subject to confirmation by Governments.



515 feet long, this cargo terminal office building at Zurich connects with warehouse, storage and cargo-handling building to the rear.



Daily DC-8 service and all-cargo flights from New York take advantage of the jet age's fastest, most efficient transshipment handling.



Large door, all-cargo aircraft fly to Zurich, too! A key cargo hub, Zurich is served by 27 airlines flying to all parts of the world.



Terminal's facilities range from free trade zone areas to refrigerator rooms; from guarded vaults to high speed conveyors.

Zurich's new all-cargo terminal: 120,000 square feet of facilities designed from the ground up for cargo. Here, transshipping takes minutes, not hours.

Zurich, in the heart of Europe, served by 27 airlines, took a giant step into the jet cargo age late last year with the opening of its new two-building cargo terminal. Key cargo gateway to Southern Europe, Mid-East and Orient, Zurich now offers you the world's most complete, most advanced cargo facilities.

Here you'll find high-speed conveyor systems to rush documents along... cold storage rooms offering a variety of temperatures... animal hostels... 9,000 square feet of free trade zone facilities... radiation storage rooms... guarded vaults. And here, to save valuable time, all forwarders, agents and airline offices are located under one roof, within easy reach of one another.

From New York, daily Swissair DC-8 flights plus all-cargo services connect with Swissair Caravelles and other aircraft flying to 55 cities on five continents. In addition, a full schedule of connecting flights is offered by 26 other airlines flying from Zurich to every part of the world. Swissair will shortly add Convair "Coronado 990" jets to the Near and Far East. Take advantage of Zurich's unique facilities on your next shipment to Switzerland, Southern or Eastern Europe, the Mid-East, Orient or Africa. Just call your cargo agent or forwarder.



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MAKING THE ROUNDS BY AIR



Renault, Inc., one of the most important users of air freight in the world, has made this 1898 model auto of its own manufacture a frequent passenger aboard cargo aircraft. Recently these pages reported its flight from New York to Chicago. Here it is back in New York, moments before loading aboard an Eastern Air Lines freighter bound for Puerto Rico. Allied Air Freight, Inc., domestic and international air freight forwarding firm, handled the shipment of the 63-year old car to Jose Figueroa & Son, Renault dealer in San Juan, who will place it on exhibition. Inset shows Allied's director of operations, Leo Strauss, at wheel, with Arthur Searby, New York district sales manager, as passenger.

BOAC Cargo Study Will Forecast Next 10 Years

British Overseas Airways Corp. has contracted with a Montreal firm of aviation consultants to guide the airline in producing a comprehensive study which will survey "the possibilities and probabilities" of air cargo, in relation to the corporation, over the next decade.

Heinz J. Heinrich, of Heinrich Associates, Ltd., is supervising the study which is being carried out by groups of BOAC executives. Each group will draw on its own collective experience for contributions to the project. The study reportedly is of considerable scope, and final recommendations are not expected before a year.

MATS Awards \$2½ Million Contracts to 11 Airlines

Eleven certificated and independent air carriers have received three-month contracts amounting to \$2,458,434.97 for the (Concluded on Page 46)

Court Rejects 4 Nonskeds

An old Civil Aeronautics Board decision to refuse "supplemental air carrier" designation to four nonscheduled airlines (May 1955 AT; Page 4), has been upheld by the Circuit Court of Appeals for the District of Columbia. The airlines are: Great Lakes Airlines; Central Air Transport; Currey Air Transport; Trans-Alaskan Airlines.

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Ship today . . . and your cargo arrives tomorrow in South America! Only Panagra offers this faster-than-ever-before shipping service on daily jets that cut cargo travel time in half—at no extra cost—to Lima from New York, via Miami and Panama. Frequent and convenient jet flights to Buenos Aires.

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DC-8 jets, frequent DC-7s or all-cargo flights. You can ship without transfers from New York to 7 countries in South America, over the routes of National, Pan American and Panagra.

For details, call your cargo agent or Pan American, Sales Agent for Panagra.

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WORLD'S FRIENDLIEST AIRLINE

SERVICES

DOMESTIC

BRANIFF

The first jet run between Dallas and Denver, recently inaugurated, has slashed flying time to 90 minutes.

DELTA

First nonstop service between Dallas and Las Vegas was opened last month. The flight also affords the first one-plane flight to Las Vegas from Atlanta, Birmingham, and Jackson.

NORTHWEST

Its new Boeing 720B medium-range jets have been placed in operation between Minneapolis-St. Paul and Chicago, and Minneapolis-St. Paul and New York via Milwaukee. This provides the first jet service between New York and Milwaukee, Milwaukee and the Twin Cities, and Chicago and the Twin Cities. There are two 720B flights daily.

TWA

Boston has been given a third daily flight which links the city with Chicago and Los Angeles.

Another Convair Flight 175 has been revised to include Kansas City on the schedule between St. Louis and Los Angeles.

With the introduction of Convair 880 service, Philadelphia has received two new schedules. Flight 133 is nonstop to Chicago, and Flight 123 is to Kansas City via Chicago.

On the Wing

Lufthansa—A shipment of art, valued at \$183,000 and handled by the New York forwarding firm, Lansen-Naeve Corp., was airlifted from New York to Baden-Baden, Germany. The paintings were collected from eight museums and galleries throughout the United States.

Seaboard—Two 150 mph sports cars, the new Jaguar XK-E, were flown from London to New York on the same flight. Weight of each Jag was 2,464 pounds. Although the fastest production sports car on the road today, the XK-E weighs about 600 pounds less than previous models.

UNITED

First *Caravelle* service has been opened between New York and Chicago, with three nonstop flights a day.

The airline last month established the first and only nonstop jet runs between Minneapolis-St. Paul and Washington/Baltimore.

Jet service has been inaugurated at Pittsburgh, with nonstop flight to and from Chicago and to and from New York.

CANADA

TRANS-CANADA

Inauguration of a third transcontinental service with Vickers *Vanguard* turboprops has rendered the airline's *North Star* airfreighters "superfluous." As a result, the last of the Canadian airline's *North Stars*

have been retired. The *Vanguard* passenger planes can haul up to 10,000 pounds of cargo, in contrast to the *North Star*'s 16,500 pounds; but three long-distance turboprop flights a day give the airline 30,000 pounds of cargo space daily in each direction.

CANADA-U. S.

TRANS-CANADA

Vanguard flights have been introduced on the Toronto-New York route on a basis of five round trips per day. Flight time is 90 minutes.

CARIBBEAN

BAHAMAS

The first of a new fleet of *Viscounts* has been placed in service on the Miami-Nassau run.

VARIG

The Brazilian air carrier recently announced the inauguration of nonstop Boeing 707 jet flight between New York and Port of Spain, Trinidad.

TRANSATLANTIC

AIR FRANCE

Another jet flight will be added to the New York-Paris schedule, effective August 1. It has been designated Flight 018 and will leave New York International Airport on Sundays, Thursdays, and Saturdays. Flight 016, discontinued on July 12, is due to be reinstated August 1, leaving Sundays, Tuesdays, and Thursdays.

(Continued on Page 30)

Now—use Ethiopian Airlines to and across Africa. The famed Gateway Route from Frankfurt via Athens, Cairo, Khartoum, Asmara, Addis Ababa to Nairobi now reaches the Atlantic! Weekly flights to and from Lagos, Accra and Monrovia. For more East and West African business at lower costs, use Ethiopian Airlines' economical Air Freight service. Save time and money! Ship via Ethiopian Airlines! General Agents in United States and Europe. **TWA**

የኢትዮጵያ አየር መንገድ
ETHIOPIAN AIRLINES
THE WONDERLAND ROUTE



Starting next month, new low rates for
North Atlantic and Pacific air shippers . . .

TARGET DATE:

SEPTEMBER 1 will see a wholesale revision of air freight rates in North Atlantic traffic, with important savings for most shippers.

On the same day, effective in North and Central Pacific trade, new weight breaks have been instituted and a number of rates have come down, bringing aspects of the Pacific rate structure in line with that for the Atlantic.

Here is what the new North Atlantic rates mean to shippers:

✓ Savings on air shipments will run as high as 65%, and possibly higher. The greater savings will be on volume shipments.

✓ Weight levels for general commodity shipments have been set at 1-99 pounds, 100-219 pounds, 220-549 pounds, 550-1,099 pounds, 1,100-2,199 pounds, 2,200-16,499 pounds, and 16,500 pounds and over (the latter eastbound only). As each new weight level is reached, the rate diminishes.

✓ General commodity rates in this category will range from \$1.00 per



GENERAL COMMODITY RATES BETWEEN NEW YORK AND LONDON (EFFECTIVE SEPTEMBER 1, 1961) (RATE PER POUND)										
30s	40s	50s	60s	70s	80s	90s	\$1.00	\$1.10	\$1.20	\$1.30
POUNDS										
1-99							\$1.00	\$1.27		
100-219							87c	96c		
220-549							50c	96c		
550-1,099							41c	96c		
1,100-2,199							36c	83c		
2,200-16,499							33c	83c		
16,500 and over							31c*	83c		

* Eastbound only

SHADED AREA:
NEW RATE

WHITE AREA:
CURRENT RATE

pound for consignments in the smallest weight bracket, to 31¢ per pound for those falling in the highest.

✓ The number of specific commodities will be reduced from the current 78 categories to 24 westbound and 15 eastbound.

✓ The minimum rate will be increased to \$11 for New York, Boston, San Juan, Montreal, and all points east of the latter city; and \$12 for all other United States and Canadian points, as well as Mexico.

Following are the changes in the present Pacific rate structure:

✓ A new weight break at the 100-kilo (220-pound) level. Rates are effective in both directions between the West Coast United States/Canada and the Orient.

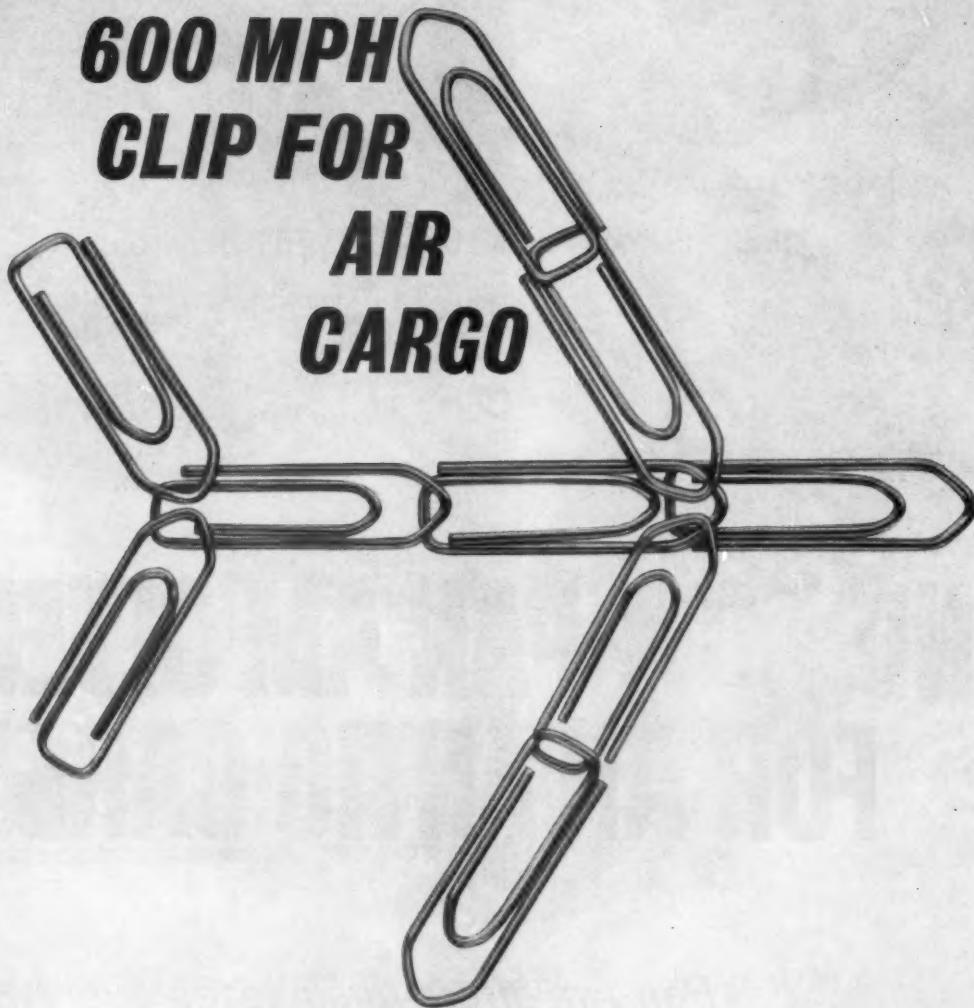
✓ Another new weight break, at 1,000 kilos (2,200 pounds), effective eastbound only.

✓ Reduction of the 10,000-kilo (22,000-pound) breakpoint to 7,500 kilos (16,500 pounds) with no rate change.

✓ The flat minimum rate of \$8 will be increased to \$10 to and from the

(Concluded on Page 24)

**600 MPH
CLIP FOR
AIR
CARGO**



Fly it to BEIRUT, TEHERAN, KARACHI by PIA 707 Jet from NEW YORK via LONDON, GENEVA, ROME! Make PIA your fast cargo link to the East...lowest rates, C.O.D. in Pakistan in rupees! See your cargo agent or call PIA at PLaza 7-8868, New York.



PAKISTAN INTERNATIONAL AIRLINES

30 ROCKEFELLER PLAZA, NEW YORK 20, N.Y.



1948—PAN AM VOLUME DISCOUNTS FOR LATIN AMERICA



1960—PAN AM VOLUME DISCOUNTS FOR THE PACIFIC

AND NOW—PAN AM OFFERS FOR ATLANTIC CARGO—

Pan Am offers businesses everywhere

At last, modernization of Clipper* Cargo rates is complete—*world-wide!* In more cases than ever before, distribution via Pan Am costs less than the total for surface transportation. Look at this rate breakdown between New York/London, for example:

THE BIGGER YOUR SHIPMENT, THE LOWER YOUR RATE

WEIGHT	NEW RATE	SAVINGS
Up to 99 lbs.	\$1.00 per lb. . .	21%
100-219 lbs.69 per lb. . .	28%
220-549 lbs.50 per lb. . .	48%
550-1099 lbs.41 per lb. . .	57%
1100-2199 lbs.36 per lb. . .	57%
2200-16,499 lbs. . .	.33 per lb. . .	60%
16,500 lbs. and over**	.31 per lb. . .	63%

**Eastbound only

To illustrate what these general rates mean, the 225-pound shipment that used to cost you \$216 now costs only \$112.⁵⁰. You save almost half! On a 2250-pound shipment, you save \$1125. There are similar low rates between all other U.S./European points. Specific commodity rates still apply to some items. Among them: leather goods, yarns & fibers, clothing & footwear, appliances, business machines, drugs, pharmaceuticals and photographic equipment.

And you still get all the profit-building benefits of The Pan Am World-Wide Marketing Service—at no extra cost!

**Pan Am World-Wide Marketing Service builds
even greater opportunity abroad**

Whatever problem you face in doing business overseas, Pan Am can help with the most complete marketing service ever developed:



VOLUME DISCOUNTS YOU SAVE UP TO 63%†

volume discount cargo rates—world-wide!

World-Wide information. Current, valuable, authoritative market information on 114 world trade centers in 80 foreign lands.

World-Wide transportation. More cargo flights direct to more of the world's major markets by Pan Am—the world's largest overseas air cargo fleet.

World-Wide representation. More American and English-speaking personnel to represent you and your product on the spot at shipping points abroad.

Call your cargo agent, freight forwarder or Pan Am.

**PAN AM PUTS YOU IN BUSINESS ABROAD—
WITH ONE PHONE CALL!**

†Effective September 1, subject to government approval.

*Trade Mark, Reg. U.S. Pat. Off.





Where the River Shannon flows ...

A WORLD AIR MARKET

SHANNON, IRELAND — "You won't recognize the place. Come on over and see it for yourself."

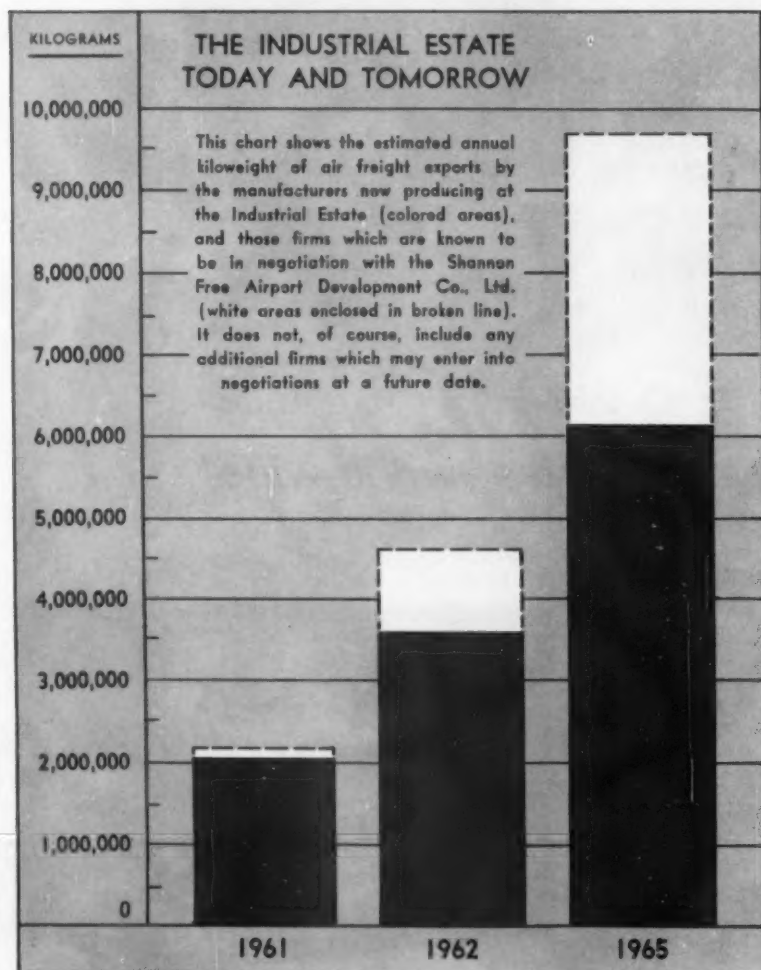
I took Brendan O'Regan at his word and flew to Ireland for the sole purpose of inspecting the changes wrought at Shannon Free Airport since my last

visit there. O'Regan had not overstated the change.

Standing on a treacherous hillock turned to mud by a rain that ceased only an hour before, I was in the midst of a construction project, surveying a panorama which was as unrecognizable



Brendan O'Regan
Shannon sparkplug



as in earlier years it had been familiar. Around me the air was filled with the clatter of men at work, the rumble of lorries, the shout of orders, and off in the distance a big airliner was roaring in for a landing.

Together, this dinning cacophony sang of a new dynamism—the progressive march of modern Ireland, with its younger generation of leaders blowing the trumpets and thumping the martial beat.

Shannon Free Airport is receiving more than a face-lifting. It is, to my knowledge, the only airport in the world that is taking at face value and basing its future on the unique opportunities offered by international air freight. The principals behind the airport have embarked on an ambitious and imaginative scheme to twist the new Jet Age to conformation with their plans and to retain Shannon's highly prized status as one of the world's principal airports.

If O'Regan and the dedicated men behind him are able to swing their vast undertaking, Shannon can become the air freight axis of Europe. A gigantic job lies ahead of them. Nor do they feel inclined to underrate the size of their formidable task.

That eminent Dubliner of another era, Oscar Fingal O'Flaherty Wills Wilde, had one of his characters point out that "there is only one thing in the

SPRINGS ALIVE

By RICHARD MALKIN

Executive Editor
Air Transportation

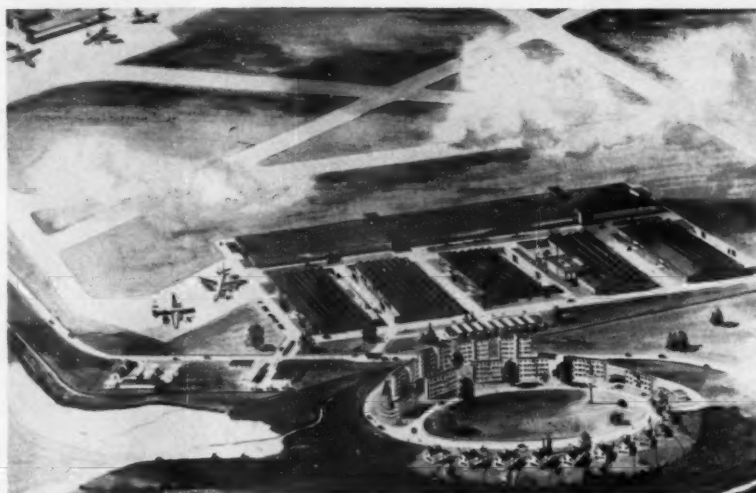
world worse than being talked about, and that is not being talked about."

This was just the danger faced by Shannon when the North Atlantic air carriers rushed headlong in a mad dash to Boeing and Douglas to place their multi-million-dollar orders for jet airliners. *Air Transportation* took note of it in 1957. Its December issue headlined the question: "When the jet transports start flying over the North Atlantic, will Shannon Airport be in trouble?"

The answer was yes. Discussions with United States and European airline executives indicated that the tremendous speeds and ranges of the jets would, to a large degree, reduce the number of flights into Shannon, the piston-engined transports' regular refueling stop. Direct nonstop flights to most European capitals were slated to become the rule rather than the exception. This meant overflying Shannon.

In Ireland there was hope that Shannon's excellent duty-free shops, an extremely popular attraction for transatlantic passengers, would stay the intention of the airlines to bypass this westernmost of all Europe's airports on all or most of their flights. It was an idle hope. Other airports had established similar duty-free shops—not as large, not as diversely stocked, but the spirits and the watches and the cameras were there. Furthermore, the air carriers' jet stops were being governed by the originating and destination points of the passengers and cargo. Uneconomic intermediate stops were being ruled out.

"Whether Shannon will eventually deteriorate into a sort of Gander (where stops are determined by the violence of



Artist's impression of the Industrial Estate, dramatizing proximity of factories to the tarmac. In the foreground, arranged in a circular pattern, is the new modern housing development.

the elements, fuel consumption, and mechanical aberration) no one can predict with any guarantee of accuracy," I wrote at that time. "My own guess is that its own future hangs on two factors: (1) a dynamic approach to tourism; and, more important, the (2) development of this airport as an air freight distribution center for Europe, the Middle and Far East, and Africa."

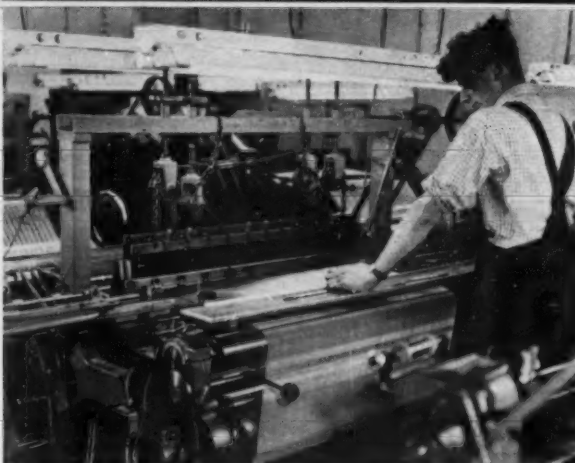
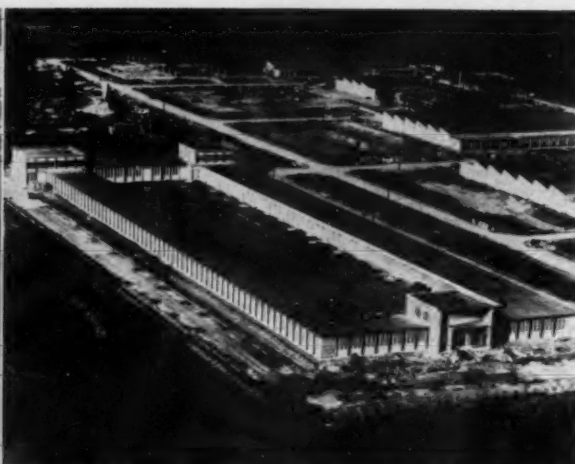
Shannon's Customs-Free Airport Act, sparked by O'Regan and enacted by the Irish Parliament on March 18, 1947, provided that "the laws for the time being in force relating to the importation and exportation of goods shall not apply to the bringing of goods directly into and out of the airport from and to countries outside the State. . . ." However, this provision was being applied to favor the air passenger in the form of bargain purchases.

I recall especially well a brisk fall afternoon nearly four years ago. I was in the library of Brendan O'Regan's home, warmed by a crackling blaze in

the fireplace. O'Regan, who by no means was unaware of the danger signs, and who evidently had no predilection for whistling in the dark, was planning ahead. We discussed at great length the facilities, operations, and advantages of the Free Zone at Colon, Panama. I had been there a few months earlier and therefore was in a position to convey first-hand impressions.

O'Regan spoke softly, contemplatively; but the questions he asked were flinty, zeroing in on each aspect of Colon as it could apply to Shannon. He was a good listener, and he wrote copious notes on a pad of paper. I strongly urged a visit to Colon. He said he thought he would go there. He did.

There is a paradox in O'Regan's leadership in the conversion of Shannon Free Airport to a European freight center. The son of an Ennis hotel man, he graduated from Blackrock College in Dublin, then swung over to the study of hotel management. Eventually he traveled to England, France, Switzer-



Typical scenes at the Shannon Industrial Estate today: *Upper left*—Part of the factory area at SPS International. *Upper right*—Birdseye view of the booming area, with the magnificent plant of Rippen, Ltd. in the foreground. *Lower left*—Men and women at work at Progress International, Ltd. *Lower right*—One of the intricate machines in full production at Willy Spee (Shannon) Ltd.

land, and Germany to pursue his studies there. Returning to his native County Clare the year of the outbreak of World War II, he established his own hotel in Ennistymon.

In 1945, Sean Lemass, then Minister for Industry and Commerce, tapped the youthful hotel man for the job of organizing the Shannon Airport Restaurant. He turned it into one of the most famous on the international air routes. When the Customs-Free Airport Act became Irish law, he set up its attractive duty-free shops, which were to become world-famous. Today, the shops' cash registers are ringing up about \$10,000 a day in sales.

It was this hotel man, whose total background stemmed from and expanded in the profession of serving the traveler, who perceived the potential value of air freight to the continued prosperity of the airport and its em-

ployees, and to the well-being of the country. And he has acted on it with characteristic doggedness. I say this from personal knowledge, having conferred with him on both sides of the Atlantic.

The Irish Government appropriated a sum of money for the study of the problem. Out of the resultant study was born the concept of what is being called "the world's first Air Age Industrial Estate," a customs-free area where air freight would be used almost exclusively for the distribution of products to the markets of the world. A two-mile jet runway was to be built.

It was the first foreshadow of what was yet to come at Shannon that I viewed as I stood on that muddy hillock. The Industrial Estate at the time of my visit occupied some 35 acres.

"When the Estate is completed, it will cover 10 times that area," I was

informed by John D. Dilger, Shannon's commercial manager-aviation. An enthusiastic young man with a broad smile, he indicated the altered panorama with a broad sweep of one hand. "We have built about 365,000 square feet of factory floor area, and it has been occupied. Our plans are to expand at the rate of about 130,000 square feet a year."

"For how long?"

"Through 1965. We should have about 5,000 factory employees working at the Estate by then."

Brendan O'Regan has stated in the past that it is not unreasonable to expect 9,000 industrial workers by 1968.

Behind the existence of the Industrial Estate is an attractive golden apple which is being dangled before the appraising eyes of industrialists throughout the world. That its taste is as ap-

peeling as its color has received eloquent testimony from a number of important industrialists who have opened facilities there. They come from the United States, the United Kingdom, Africa, Germany, Holland, and Japan. From documents I have been privileged to see, apparently more are on the way to Erin.

What is the lure of Shannon? What lies behind the Industrial Estate? What is the Shannon Free Airport Development Co., Ltd. getting across to foreign businessmen? Among the realistic attractions are:

▶ A site, on which a manufacturer may build his own plant, may be leased (for periods of from 25 to 99 years) from the development company. The manufacturer thereupon may negotiate a building grant from the Irish.

▶ Another method calls for the development company to erect a specially designed factory which the manufacturer would lease.

▶ A third method of providing factories is the leasing of standard plants to undertakings.

▶ In suitable cases, the Shannon company will give financial assistance towards the following costs:

- (a) Plant.
- (b) Machinery.
- (c) Transportation of factory workers.
- (d) Training of workers for factory operations.

▶ The existence of a good labor supply and favorable wage levels.

▶ Liberal tax advantages:

- (a) 100% exemption from income and corporation taxes until 1983 on profits derived from export trade.
- (b) Partial exemption from local taxation. There is a local tax of approximately 2% of the capital value of the building or property. New buildings earn a reduction of 66⅔% for the first seven years after construction.
- (c) When the liability arises—in 1983, for industries on the Estate trading with foreign countries—accelerated depreciation allowances set against tax.
- (d) Free repatriation of profits and capital gains.
- (e) Freedom to sell out and repatriate profits.

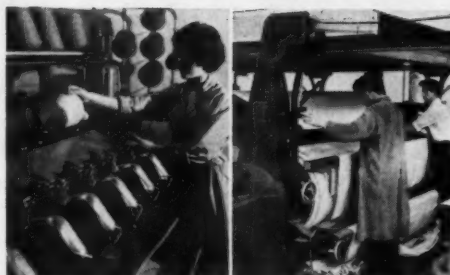
How the Industrial Estate ties in with the future economic robustness of Shannon Free Airport is capsuled in this short statement on the requirements for receiving grants, which appears in one of the development company's brochures:

(Continued on Page 24)



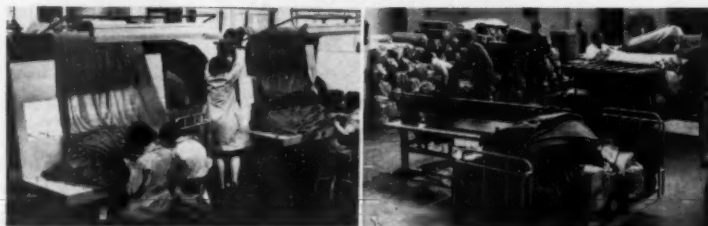
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From Shannon to Consumer

Photos 1 through 5 show some of the stages of manufacture of Lana-Knit Ltd's double-knit jersey at its sprawling factory in the Industrial Estate. Each eight-hour shift produces more than half a ton of fabric. General scene in the plant's shipping department is shown in Photo 6. Readied for airfreighting to the United Kingdom, the Commonwealth nations, and North America, the export shipments are moved by tractor-train (Photo 7) only a short distance to a waiting cargo plane (Photo 8). Air freight has reduced world markets to merely hours (Photo 9), and has given a decided competitive advantage to the manufacturer and the buyer who seek to tap consumer market with the least delay (Photo 10).

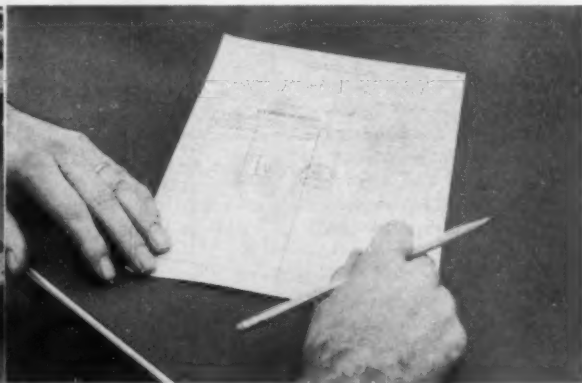
Cadillac AND THE AERIAL

CADILLAC used to mean nothing more, nothing less, than the name of the French colonial governor in North America, who, exactly 260 years ago, founded Detroit. How many Americans remember their history to that extent? But automotive quality and astute merchandising have made the Frenchman's Twentieth Century road-going namesake synonymous with performance, richness, comfort, swank, and prestige.

This *Air Transportation Fotostory* tells two stories. The more obvious one traces the various steps involved in the filling of a phone order for a 1961 Series Sixty-Two Coupe rear quarter panel, sent by the Cadillac Branch Parts Warehouse in Los Angeles to the Main Parts Warehouse in Detroit. The order was received in Detroit at 1:30 p.m. local time, Thursday (Photo 1); and unloaded by



1. Main Cadillac Parts Warehouse in Detroit accepts rush order from Los Angeles for a Series Sixty-Two Coupe rear quarter panel.



2. Branch Parts Warehouse in Los Angeles has asked panel to be airfreighted, and this is indicated on the work sheet.



3. Written order is typed on special form . . .



4. Checked for accuracy . . .

PROVE IT . . .



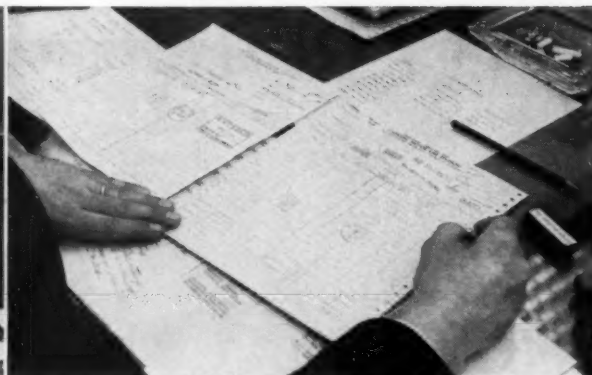
PIPELINE'S NO PIPEDREAM

American Airlines at Los Angeles at 9:25 a.m. local time, the following day (Photo 29). Result: the damaged car was put back in perfect shape for driving that same weekend.

The second story is economic. Air freight has made it possible for the manufacturer to maintain inventory at its branch warehouses at considerably lower levels than had been possible prior to the availability of dependable air distribution services. If the air transportation charge is higher than for slower surface shipment, it pays back dividends in other directions. Among them are lower packing and insurance costs, reduced warehousing expenditures, liberation of capital tied up in inventory, and greater customer satisfaction (which, any salesman will tell you, means a foot in the door for a reorder).



5. Passed to another desk for approval, and . . .



6. Rubberstamped for air shipment.



7. Pneumatic tube carries order to stack area, where . . .



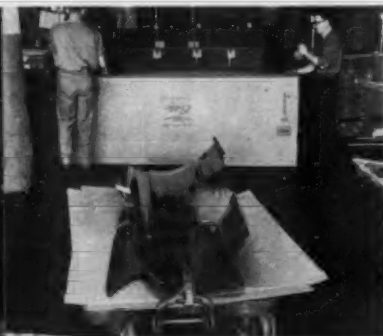
8. Proper shipping labels are selected, and order passed to . . .



9. Order filler who finds panel, and . . .



10. Covers sharp edges for safe transport.



11. Shipping container is prepared . . .



12. Panel placed in it, followed by . . .



13. Stapling of container, and . . .



14. Pasting of shipping labels.



15. Shipment is moved into elevator and . . .



16. Brought to shipping area, there . . .



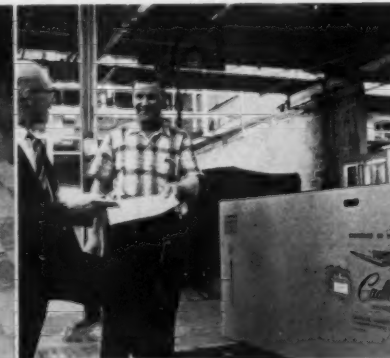
17. Transferred to trailer and . . .



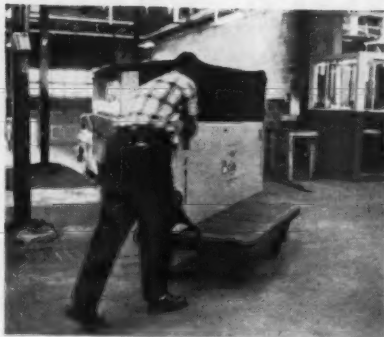
18. Taken to loading dock where truck is waiting to accept the shipment.



19. After airwaybill with correct number of copies has been prepared . . .



20. Supervisor W. Albers (left) gives document to checker who verifies shipment . . .



21. Places it in truck, and . . .



22. Gives copies of bill to driver, who . . .



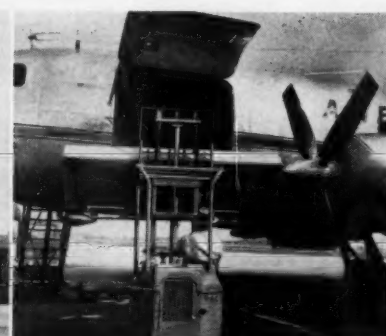
23. Signs it, giving copy to patrolman.



24. At American Airlines' terminal . . .



25. Panel is forklifted to DC-7F freighter . . .



26. Loaded into plane, and soon is . . .



27. Streaking from Detroit for . . .



28. Los Angeles, with 16½ tons aboard.



29. A short time after unloading . . .



30 Panel is delivered to Los Angeles Parts Warehouse.
31. New panel (right) installed, primed, final paint job applied



and inspected, repaired Cadillac is ready next morning for release by Clarence Dixon Cadillac, Inc., of Hollywood to customer.



AT Spotlight on ...

John C. Emery President Emery Air Freight Corp.



THERE may still exist the impression that air freight transportation is customarily used by shippers only in emergency, that when air shipments move right everything is fine, but that when they are delayed the shipper and consignee are at least no worse off than they were before. Nothing could be farther from the truth!

"Air freight is used in emergencies, of course, but a large part of today's air freight and the bulk of the air freight in the future is material moving day after day through an aerial intercity production line. This is material which must move continuously from a machine at one city into a machine at another city. The transportation part of the production job is meshed with these two machines, hundreds of miles apart, as if it were only a cog in a single tool. Any delay in transportation means a stoppage in production, which no manufacturing process can stand. That is why dependability in air transportation is so important.

"I know of one shipper whose production involves manufacturing processes at New York, Chicago, Philadelphia, and Los Angeles. Day after day, week after week, his shipments move between these cities by air, not by the pound, but by the thousands of pounds. He is already one of the largest air freight shippers in the country. He and many like him will be the larger air freight shippers when the day-in, day-out dependability of air transportation has been more conclusively demonstrated to him."

This was John C. Emery, president of Emery Air Freight Corporation, speaking at a luncheon jointly sponsored by the Aviation Section of the New York Board of Trade and the Second Region of the Aviation Writers Association. It was a younger, less jowly, not-so-well-known Emery addressing a small and mostly skeptical audience 13½ years ago. He was still not too long out of the Navy, and head of a new domestic air freight forwarding firm not yet two years old.

Down through the intervening years Emery has held fast to this concept, the articulate member of a small group of barely tolerated industry figures who viewed the present and future of air freight through glasses which most other regarded as overly roseate or just plain damn-fool distorted.

In the years when the domestic air carriers vigorously opposed the air freight forwarders as an entity in the industry, Emery reacted philosophically. He predicted to the writer that it was but a passing phase in the growth of a new industry; that it was a reaction rooted in fear that the forwarders will develop mass traffic and use it as a weapon against the scheduled airlines. This fear was unreasonable, he said; the forwarders and airlines were not competitive forces, but complements.

Emery never tired of emphasizing the role of the air freight forwarder as one of *service*. If he did not provide top-notch service, he could not hope to be successful. In the same address referred to at the beginning of this *Spotlight*, Emery stated:

"No forwarder can afford to concentrate his traffic on one airline or one type of airline. No forwarder can afford to throw away his trump card in the performance of dependable service, his one big and unique advantage, which is his ability to route his traffic at any time, no matter what may be wrong at that time on the others. The scheduled (all-purpose) airlines are at no disadvantage in competition with cargo airlines. Quite the contrary. They are as capable as any cargo airline of offering service and rates—and I mean compensatory rates—which will attract forwarder traffic. They have everything to gain and nothing to lose by cooperating with forwarders as they would . . . with large shippers."

Today, nearly a decade-and-a-half after that statement was uttered, with his company leading the entire industry in revenue, he firmly holds to his original premise.

"The airlines would not be where they are today without the forwarders, and the forwarders would not be as far along as they are without the airlines," he told the writer.

No forwarder can afford to downgrade the airlines, Emery said. He has taken note of an evolutionary change which now finds the air freight forwarding industry generally thinking along the same lines.

In a young industry which had been struggling for wider recognition and an aura of respectability denied it in the

(Continued on Page 37)

WHAT AIRLINE DOES SO MUCH TO SPEED YOUR TRANSATLANTIC CARGO?



The answer is...

Seaboard World Airlines.

Only SW, devoted exclusively to air cargo, has all these facilities for jet-age service between the United States and Europe.

■ New fleet of all-cargo, jet-prop CL-44's with unique, time-saving, swing-tail section. Accommodates large single pieces up to 89 feet long, up to 10 feet wide, up to 6¾ feet high.

■ Mechanized pallet unit loading. Loading and unloading time reduced more than 50%.

■ Instant communications between the United States and Europe.

■ New low cargo rates effective September 1st.

■ Expedited document service—papers processed minutes after aircraft arrival.

■ Advance cargo bookings for multiple daily departures. Seaboard World is the only airline with daily all-cargo flights between New York and Europe.

■ Expanded terminal facilities. Operated exclusively by Seaboard World Airlines, they keep your shipment on the move.

■ Fast, direct connections at United States and European gateways.

■ More all-cargo flights between the U. S. and Western Europe than any other airline.

CALL YOUR LOCAL AIR CARGO SALES AGENT, AIRFREIGHT FORWARDER
OR NEAREST SEABOARD WORLD AIRFREIGHT OFFICE.



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U.S.A. • IRELAND • HOLLAND • UNITED KINGDOM • SWITZERLAND • FRANCE
BELGIUM • GERMANY • WITH CONNECTIONS TO AND FROM ITALY...AND BEYOND

EXAMPLES OF TRANSPACIFIC RATES (PER POUND)

(Effective September 1, 1961)

Between	0 to 99 lbs.	100 to 219 lbs.	220 to 549 lbs.	550 to 1099 lbs.	1100 to 5499 lbs.*	2200 to 5499 lbs.**	5500 to 21,999 lbs.	Over 22,000 lbs.
New York, Montreal Toronto and								
Tokyo.....	\$2.25	\$1.69	\$1.56	\$1.43	\$1.13	\$1.05	\$.96	\$.86
Manila.....	2.29	1.73	1.61	1.47	1.17	1.09	1.00	.90
Hong Kong.....	2.29	1.73	1.61	1.47	1.17	1.09	1.00	.90
Saigon.....	2.30	1.74	1.61	1.48	1.25	1.17	1.08	.98
Bangkok.....	2.35	1.77	1.76	1.62	1.44	1.19	1.27	1.17
Chicago and								
Tokyo.....	\$2.22	\$1.66	\$1.53	\$1.40	\$1.10	\$1.02	\$.93	\$.83
Manila.....	2.26	1.70	1.57	1.44	1.14	1.06	.97	.87
Hong Kong.....	2.26	1.70	1.57	1.44	1.14	1.06	.97	.87
Saigon.....	2.27	1.71	1.58	1.45	1.22	1.14	1.05	.95
Bangkok.....	2.32	1.74	1.72	1.59	1.41	1.19	1.24	1.14
Seattle, Tacoma, Portland, Vancouver, San Francisco, Los Angeles, and								
Tokyo.....	\$2.19	\$1.64	\$1.43	\$1.30	\$1.00	\$.93	\$.85	\$.75
Manila.....	2.23	1.68	1.47	1.34	1.04	.97	.89	.79
Hong Kong.....	2.23	1.68	1.47	1.34	1.04	.97	.89	.79
Saigon.....	2.24	1.69	1.48	1.35	1.12	1.05	.97	.87
Bangkok.....	2.29	1.72	1.62	1.49	1.31	1.24	1.16	1.06

* These rates apply to all eastbound shipments falling within this weight bracket, and only to those westbound shipments between 1,100 and 2,199 lbs.

** Westbound only.

TARGET DATE

(Continued from Page 10)

West Coasts of the United States (including Hawaii) and Canada, and the Orient; and to \$11 to and from interior points of the United States (including Alaska), Canada, or points in Mexico, and the Orient.

The new North Atlantic rates are the result of a compromise agreement among the IATA air carriers, after two previous meetings had ended with unresolved points of view on how best to achieve volume air cargo traffic. There have been varying estimates of the amount of additional traffic these rates will generate. Whatever the end result, the shipper generally has been given the biggest bargain he has ever enjoyed on this route, the most important market in the world.

The Pacific rate structure differs radically from that for the Atlantic. The former treats all commodities alike, with a series of weight levels providing diminishing rates as weight increases; the Atlantic structure is based on general and specific commodity rating systems, with different weight levels likewise offering more attractive rates as weight of the shipment rises.

Inclusion of a 100-kilo breakpoint between the present 45-250-kilo level, and a 1,000-kilo breakpoint between the current 500-2,500-kilo level, with a lower rate for each, is, in effect, reductions for shippers whose consignments can make those weights. The same holds true with respect to the

depression of the highest weight category from 10,000 to 7,500 kilos.

Already in effect is a specific commodity rate applicable to eastbound textiles only. Only two weight breaks are provided: under 45 kilos, and over 1,000 kilos. A single breakpoint set at 1,000 kilos applies to shipments from Manila. • • •

SHANNON

(Continued from Page 17)

"In special circumstances, when the undertaking will provide a high level of local employment and make an exceptional contribution to the utilization of the airport by producing goods in volume for shipment by air, assistance may also be given in the form of non-repayable grants up to (a) half the cost of machinery and plant; (b) the full cost of training workpeople."

Thus far, the most impressive facility in the Estate is a British textile firm, Lana-Knit (Ireland) Ltd. Not far behind are those of SPS (International) Ltd., a United States firm, producing miniature capacitors and precision fasteners; Progress International Ltd., an Anglo-German company, which manufactures industrial floor maintenance equipment and supplies; and Rippen Ltd., a Dutch piano maker.

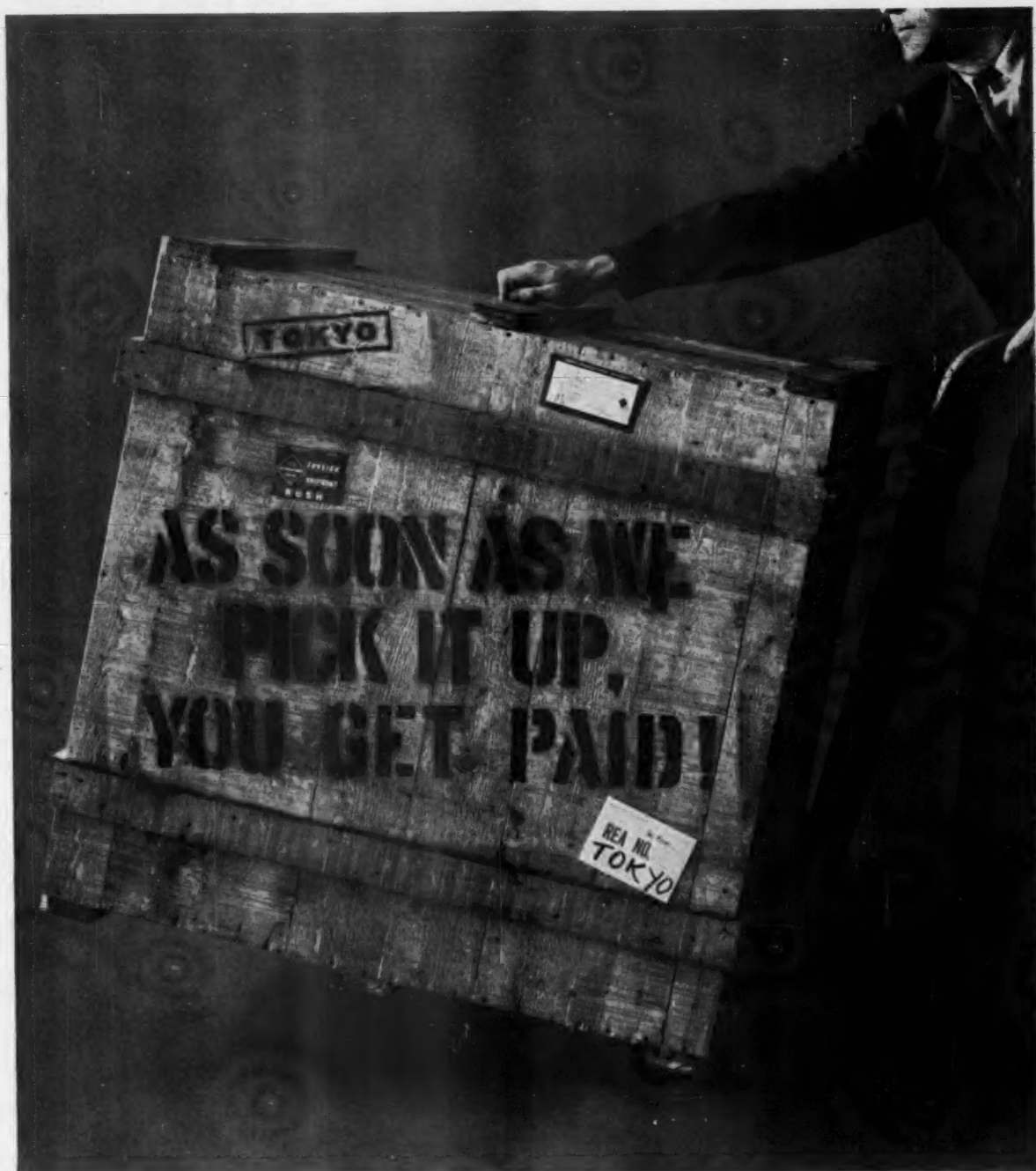
There, too, are Sony Ltd., the well-known Japanese transistor-radio manufacturer; a South Rhodesian firm, Supersonic (Ireland) Ltd., which produces transistorized radios; Willy Spee (Shannon) Ltd., another German company which fabricates light engineer-

ing wire mesh; and Boart and Hard Metal Products (S. A.) Ltd., of South Africa, engaged in the manufacture of industrial-diamond mining equipment.

These add up to eight industrial firms. It may well be that by the time this article reaches print the total will have been increased by one or more. For fully a dozen additional companies were in various stages of negotiation with Shannon. Headquartered in seven different countries, including the United States and Canada, they represent the following industries: plastic; rubber; domestic appliance; hosiery; textile; electronic; light engineering; food; motor scooter.

Word of the dynamic Shannon effort has got around everywhere. The result has been—as described by O'Regan—"a constant stream of interest from Europe and America." So great has been this interest that several factory managers have requested the development company management to cut down on the number of visiting businessmen. Their plaint: "They're upsetting our production."

At the time of my visit, the Estate had absorbed approximately 500 workers, and new employees were being hired at the rate of about 75 a month. The basic wage rate in Ireland for assembly workers, set on a 44-hour week, is £9 to £11 (\$25.20 to \$30.80). Male trainees, whose wages are higher than females', earn £3 (\$8.40) per week and up. A stenographer-typist's starting salary is £3.15.6d. (\$10.57), with yearly increments of 10s. (\$1.40), to a maximum of £7.15.6d. (\$21.77). A



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secretary-typist will earn £1 (\$2.80) per week more, with the same yearly increments. Irish law provides for seven days' vacation per year; however, paid vacation time has been doubled in most organized trades.

Social welfare insurance is compulsory, with both the employer and employee contributing to the fund. In the case of a male employee, each pays out the weekly sum of 2s. 9d. (38¢). Where female workers are concerned, the firm contributes 2s. 5d. (33¢), and the employee 1s. 8d. (23¢).

To date, the development company has spent approximately £1½ million (\$4.2 million) on its burgeoning project. The companies now established at the Estate have expended some £2¾ million (\$7.7 million).

I toured the thrumming expanse of the Lana-Knit plant in the company of John Dilger and Donald Bird. The latter, a young and knowledgeable Englishman, is manager of the facility. Lana-Knit specializes in the production of double-knit jersey, a relatively new fabric. Its total output is exported to

the United Kingdom, the British Commonwealth, and North America. Its most lucrative market is London. Shipments to the United States form a small part of its export volume; nevertheless, Lana-Knit was reported to be Ireland's largest single air shipper to this country.

"Is any part of Lana-Knit's production moving to destination by surface?" Bird was asked.

"No. All of it—and I mean 100% of it—is flown. That goes for inbound as well as outbound."

"Where do your raw materials originate?"

"At Manchester, London, Brussels, and Paris. Also in Ireland itself."

Lana-Knit, whose expansion plans reportedly will make it the world's largest producers of double-knit jersey, is a model Air Age company. Its parent company in England has two mills in that country, headed by Frederick Strasser, 37-year old textile expert. The Shannon plant is completely automated, and even in its obvious transitory stage there are all the unmistakable signs of productive power.

"We have 122 employees here at the present time," Bird said. "I expect that by 1963 we will have 500 to 600 men and women working here."

With obvious pride he explained the operations of the veritable maze of machines—70 all told.



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"Through automation and air freight we feel we can beat any competitor to the market."

About two-thirds of the machines now in operation at Lana-Knit were



airfreighted from London, Manchester, Stuttgart, and Zurich.

"It was cheaper for us to fly them in. First of all, the cost of crating a knitting machine for sea export is \$50 (\$140). Because the machines did not require crating for airshipment, we saved that money, which knocked off a good part of air transportation cost.

"Air saved us 22 days of production time. When we figured it all out, we found that by using aircraft to transport the machines to Shannon we gained 6,000 pounds of production per machine."

After Lana-Knit's first three weeks at the Estate, it went on a round-the-clock schedule with three eight-hour shifts. Each shift is producing 1,200 pounds of jersey. There is a daily air delivery schedule. It is estimated that this year Lana-Knit will account for 1½ million kilograms (3.3 million pounds) of air freight. The projected schedule brings this volume to two million kilograms (4.4 million pounds) next year, and 2¼ million kilograms (4,950,000 pounds) in 1965.

SPS International Ltd. has set up its fourth foreign plant in Ireland, drawn to it by the attractions of the Industrial Estate. Two are located in Britain and another in Germany. It is the international arm of Standard Pressed Steel, of Jenkintown, Pennsylvania, which operates eight plants throughout the United States and in Canada.

The company began hiring personnel last September, while it was located in a temporary structure. In November it took possession of its first building, which provided 110,000 square feet of factory and office space. Two months later, SPS made its first shipment.

Some 150 workers are employed here. It is expected that this total will build to twice its present number. I discussed the quality of Irish labor with one of the SPS executives.

"The Irish make good employees. We particularly need skilled labor. We are now searching for them in other areas. Matter of fact, we're bringing Irishmen back from England.

"We provide both classroom and on-the-job training of unskilled men and women. Some jobs take two or three months; other tasks can take as long as two or three years."

The official estimate indicates an air freight volume of 217,000 kilograms (477,400 pounds) in 1961. However, the present output is moving to the United States, the plant's sole market at the present time, largely by sea. They are shipped via the seaports of Cobh, 68 miles to the southeast, and Dublin, 122 miles east by northeast. The anticipation is a gradual change-over to the use of air transportation on a regular, rather than on an occasional, basis. The transatlantic air cargo rate structure will have an important bearing on future traffic. If the forecast proves to be accurate, SPS will be originating 800,000 kilograms (1.76 million pounds) of air freight per year by the middle of the present decade.

There is every intention that SPS, once it is operating at full strength—it expects to double the size of its Shannon facility—will turn its attention to markets other than the United States.



The architecture of the sprawling piano-manufacturing plant of Rippen Limited somewhat resembles the product it manufactures. But B. Kardol, joint managing director of the Dutch firm, assured me this was quite accidental: the design was purely functional. Unlike other buildings at the Estate, which have been erected by the Irish Government, the piano factory was built by Rippen. An impressive mural looks down over the interior of the entrance.

Rippen's home factory is at Ede, Holland. The company has a grasp on 12½% of the European market, and exports its instruments to South Africa and Australasia as well. In 1940, the Dutch factory produced 50 pianos; in 1950, the year's total was 500; last year, it turned out 5,000 instruments. Kardol informed me that the production objective of the Shannon plant is

to match the Ede factory's present output by 1963. Together, they will make Rippen the world's largest piano manufacturer.

The new Rippen factory was located at the Industrial Estate with air freight as a firm part of the company's distribution plan. A new type of piano will be hitting the world market in the near future. Reported to be a superb instrument—it is still under wraps—its makers will forsake the traditional method of moving to market and will take advantage of air freight's inherent economic advantages (reduced packing costs, considerably lower insurance, immediate delivery of orders, greater turnover of capital, etc.) to its own profit. At the Estate it is reckoned that Rippen will have airfreighted 100,000 kilograms (220,000 pounds) of musical consignments by the end of this year. The same forecasters predict a 500% jump next year, and by 1965 an annual air export total of two million kilograms (4.4 million pounds). For the present, the 100,000-square-foot facility will serve mainly the British Commonwealth nations, and eventually the United States.

The developers of the Industrial Estate give every evidence of certainty that growth is in the cards. Some of the industrial executives with whom I had an opportunity to do some crystal-ball gazing were emphatic in lending support to this opinion.

Progress International, for example, whose market takes in a good part of the world, plans to double its present factory area. At its present rate of progress, the Anglo-German company is expected to have generated 150,000 kilograms (330,000 pounds) of air freight by the end of 1961, more than three times that weight in 1962, and 800,000 kilograms (1.76 million pounds) in 1965.

Lana-Knit already has doubled its original space and will redouble in the near future.

Supersonic (Ireland) Ltd. was established at the Estate by Chassey Brothers (PVT) Ltd., of Bulawayo, South Rhodesia. According to Jacques Chassey, managing director of the Irish



company, the firm aims at an annual production of 60,000 portable transistor radios and portable transistor record players, in equally divided units. By next year Supersonic will have 200 personnel on its payroll. This year's air exports should be in the neighborhood

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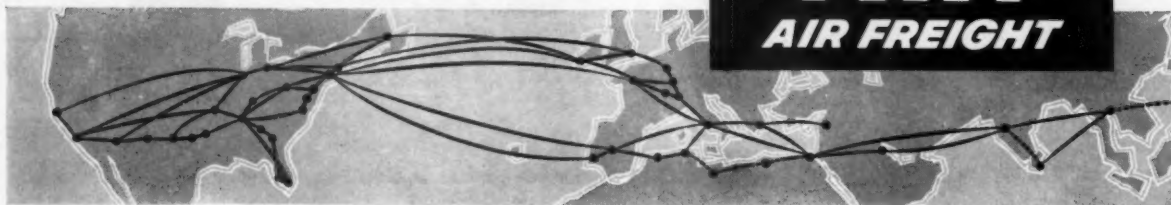
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†Effective Sept. 1, subject to Government approvals
*Eastbound only

TWA

AIR FREIGHT



of 36,000 kilograms (79,200 pounds), it was reported. A small rise is anticipated in the next year; however, by 1965, the expectancy is 100,000 kilograms (220,000 pounds). With components imported from the United Kingdom and the Continent, its export markets are located in the United Kingdom, British Africa, British West Indies, the United States, and the Middle East.

Sony Ltd., which has set for itself a production quota of a quarter-million transistor radios per year by 1963, imports most of its components from Japan. The plastic cabinets are British-made, and a number of other components are manufactured in Ireland itself. It is considered probable that the percentage of British- and Irish-fabricated components will rise steeply in the future. If Sony meets its production target—and there is every likelihood it will—then the air carriers serving Shannon will be hauling some 120,000 kilograms (264,000 pounds) of air exports per year by the mid-60s. Two-fifths of this facility's market is in the British Commonwealth and Canada, another two-fifths in continental Europe, and the balance in the United Kingdom and Africa.

The fine wire gauze mesh manufactured by Willy Spee (Shannon) Ltd. is used in the aviation, automotive, and pharmaceutical industries. The raw material (fine drawn steel, copper, and bronze wire) is principally of German origin. However, the finished product is returned to Germany to the tune of 60% of total production; the rest is



taken by the United Kingdom, United States, and Canada. The air freight potential? This year's is estimated at 6,000 kilograms (13,200 pounds), building to about 2½ times this volume in about four years.

Boart & Hard Metal Products S. A. Ltd. is headed by Harry Oppenheimer, who is chairman of a long string of companies including the world-famous Anglo-American Corporation of South Africa Ltd. and De Beers Consolidated Mines Ltd. Boart & Hard Metal is the parent organization of three companies at the Estate: Shannon Diamond & Carbide Processing Co., Ltd., Shannon Purchasing & Trading Co. Ltd., and Shannon Carbide Sales Ltd. This industrial trio facilitates the manufacture of diamond and carbide drilling materials and their distribution to associated companies across the North Atlantic and in North Africa. Between 1961 and 1965, the airfreighted portion

of Boart & Hard Metal's output is estimated to progress from a yearly total of 46,000 kilograms (101,200 pounds) to 75,000 kilograms (165,000 pounds).

Thus, the Industrial Estate is at least at the start of its promise as the single most important instrument by which Shannon Free Airport would become one of the great air freight centers of the world. Using this year as a base, the eight firms now established and producing at the Estate are estimated to rise from a combined total of 2,135,000 kilograms (4,697,000 pounds) to 3,615,000 kilograms (7,953,000 pounds) in 1962; and by 1965, a volume of 6,160,000 kilograms (13,552,000 pounds).



Earlier in this article it was reported that 12 additional firms are negotiating with the Shannon Free Airport Development Co., Ltd. The air freight potential of each company has been carefully figured. If their estimated air exports are added to the foregoing totals, the following rosy picture presents itself: 1961—2.16 million kilograms (4,752,000 pounds); 1962—4.66 million kilograms (10,252,000 pounds); 1965—9,705,000 kilograms (21,351,000 pounds).

There is another significant aspect of Shannon: its proximity to the seaport of Limerick. This opens the possibility of sea-air traffic, enabling Shannon manufacturers to import raw materials in bulk by vessel, and to export the finished products by air. Also, foreign exporters may ship their commodities to Limerick by surface for warehousing at Shannon. There they may be assorted, labeled, stored and airfreighted immediately on receipt of order. Goods brought in by sea and transhipped to the airport are not dutiable.

Limerick (or the City of the Broken Treaty, site of the Treaty of 1691 which the English monarchs later violated) is 15 miles from the airport. At the present time it is capable of handling ships of up to 10,000 tons. A port improvement project is under way.

It is well at this point to reiterate an observation I made in 1957—that, under proper conditions, Shannon Free Airport can develop into a lucrative break-bulk and consolidating point for enterprising international freight forwarding organizations. These conditions appear to be ripening.

Shannon also is doing something about promoting the products manufactured at the Estate. Through the medium of a permanent Samples Fair, it will bring

these products to the attention of businessmen and to the general public passing through Shannon. An interested observer may well be informed that a Shannon manufacturer, as compared with a similar manufacturer in Southern England, will earn a net 2½ times greater on equal sales.

A true eye-opener is the model housing development which is part and parcel of the all-over plan centered on the Industrial Estate. In its initial stage, it will consist of a village of about 1,200 homes, both private houses and apartment buildings. These will accommodate approximately 6,000 persons.

Included in the master plan is the eventual availability of a shopping center, schools, churches, movie houses, and play areas. A swimming pool is being considered.

Important to both the Industrial Estate and the village is a new complex of roads.

"We are setting our sights for the future," John Dilger said as he drove me along roads rutted by heavy lorries hauling construction materials to the housing development. "We are taking tomorrow's motor traffic into consideration. We have to do this. In Ireland today there are 59 cars for every 1,000 population."

Dilger showed me through several model apartments (or flats, as they are called). Completely modern and centrally heated, they might have been in New York or Los Angeles. The buildings stand three, four, and five stories high, with the latter two structures equipped with self-service elevators.

The first site, built on 15 acres on Drumgeeley Hill, is flanked by the Industrial Estate and the River Shannon. It consists of 136 apartments and 10 private houses. The apartments and houses are being occupied by factory management personnel. Actually, the new village will rise south of Drumgeeley Hill—at Drumgeeley and Tullyglass. There is an inclination on the part of some to call the place Shannontown.



An analysis of the commercial air freight traffic handled at Shannon is a tip-off to the need of the virile development project. In 1947, with a total of 5,992 landings (military excluded), 402 metric tons of terminal (loaded and

WHO LIES TODAY?

Why Missile Costs soared To Avert Strikes: These Phony Jobs

By Associated Press International
WASHINGTON, D.C. (AP)—Convair cost analysts say his company inventory of \$692,000 to the government to prevent strikes during the Atlas missile. Jack Cannady, Convair's chief at Cape Canaveral, told the Senate that the company had never reconnected missile instrument panel union electricians could connect it a second time. Mr. Cannady said the cost of the feathering procedure self-imposed by the company head off possible strikes, passed, as customary in cases on the government.

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The Shannon Free Airport Development Company recently sponsored an impressive exhibit at Ireland House in New York City, where the "Industrial United Nations" was highlighted. Shown above at the exhibit are (left to right) His Excellency John M. Conway, Ireland's Minister Plenipotentiary to the United States; Louis P. Davis, Jr., of the AMF International; John G. Lynch, development manager-Shannon; J. E. Warren, AMF International.

unloaded) freight and 2,522 metric tons of transit freight were handled. Terminal freight rose in 1948, dropped in 1949, then embarked on a steady increase broken only once more in 1954. In 1960, during which year 8,312 landings were made, total terminal freight reached 1,607 metric tons.

Transit freight at Shannon, which in the 1947-60 period rose from 2,522 metric tons to 17,850 metric tons, suffered setbacks three times—in 1951, 1957, and 1960. The record total of transit shipments was established in 1959 when 19,653 metric tons were recorded.

The 8,312 commercial transport landings made last year were 39% more than were made in 1947. The record number of landings at Shannon was achieved in 1958 when 11,660 were counted. It would be misleading to equate the less dramatic increase in landings with loss of passenger and freight traffic. Aircraft steadily have grown in capacities and speeds, with

the result that fewer flights are operated to take care of the available traffic. Statistics of the International Air Transport Association indicate that this is true of all North Atlantic air traffic. Of course, there are still numerous overflights of Shannon direct to other European cities—flights which the Irish airport welcomed a few years ago.

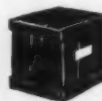
On the average, Shannon's terminal freight built from 147.6 pounds per flight in 1947, to 425.34 pounds per flight in 1960. Transit freight increased from an average of 925.97 pounds to 4,720.89 pounds per flight in the same period.

It is interesting to note that during the period analyzed, terminal passengers per aircraft landing rose from 6.66 to 12.47, a little less than double; and transit passengers, from 21.82 to 38.03, substantially less than double. In the same years, terminal freight volume per landing nearly trebled, while transit freight volume was more than five times greater.

Eleven scheduled international air carriers serve Shannon Free Airport: Irish International Airlines, Alitalia, British Overseas Airways Corp., KLM Royal Dutch Airlines, Lufthansa German Airlines, Pan American World Airways, Sabena Belgian World Airways, Seaboard World Airlines, Swissair, Trans-Canada Airlines, and Trans World Airlines. Four of these provide all-cargo services: Lufthansa, Pan Am, Seaboard, and TWA. Ten of the 11 carriers fly both passengers and cargo. Seaboard, the sole exception, is a transatlantic all-cargo airline.

The Shannon Free Airport Development Co. Ltd. has its work cut out for itself. It has a long row to hoe; the challenge is tremendous, but the Irish are facing up to it with an infectious spirit and determination which make themselves apparent on first meeting with any of the principals.

"I am convinced we have something good here," J. C. Lynch, developments manager said. "Our biggest job is getting the story across to industry. I am not underestimating the job, but I think we have made a satisfactory start."



In New York several weeks later, I attended the special Shannon exhibit at Ireland House. Lynch was there, moving from visitor to visitor—that evening there were industrial executives, freight forwarders, and airline cargo managers—putting his pitch across in quiet, earnest tones. At intervals there was an exchange of calling cards or a memorandum written in a small notebook.

Comprising the board of directors of the development company are Brendan O'Regan, its chairman; and J. J. Walsh, J. B. Mackenzie, G. Farren, R. C. O'Connor, A. Kennan, and Col. P. Maher. P. R. Donnelly serves as secretary, and P. Quigley as general services manager.

This coastal area has a turbulent history. It dates back to the invasion of the early Danes and the Norman Conquest. But a new kind of "turbulence" has taken hold—a controlled, well-channeled, driving action to give added meaning to Shannon's claim to being "the air crossroads of Europe." O'Regan and his colleagues are not seeking to beat off an invasion. In fact, they have the red carpet rolled out for the new invaders, provided they head straightway to the Industrial Estates.

• • •

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40 Here is the *SAS World-Wide Cargo Time Table*, informative 20-page booklet which details for shippers the 1961 summer program of Scandinavian Airlines System. Contains detailed schedules of the air carrier's European and intercontinental flights, covering 89 cities in 40 countries on five continents. Includes both passenger-cargo and all-cargo flights.

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42 For that traveling businessman KLM is offering handy plastic name tags which can be attached to suitcases, briefcases, and attache cases. Consists of a plastic disk with space for name and address, and a short chain.

43 British Overseas Airways Corp. is making available in seven different languages a valuable booklet which provides, at a glance, the package sizes which can be accommodated in air transports operated by BOAC and its associated airlines. Aircraft include the Boeing 707 (Series 120, 220, 320 and 420), *Comet 4*, Douglas DC-8, *Super Constellation L-1049*, *Constellation 749*, DC-6, DC-6A, DC-6B, DC-4, DC-7F, *Electra*, *Britannia* (102 and 312), *Viscount*, *Argonaut*. Available in English, French, Spanish, Portuguese, German, Dutch, and Italian. Booklet will be sent in English language unless otherwise specified.

44 New two-page bulletin illustrating and describing Elwell-Parker's new Spartan series of 10,000-, 12,000- and 14,000-pound capacity electric-powered fork trucks.

45 Wall chart of common conversions (cu. ft. to liters, microns to meters, quintal to lbs., etc.). Covers a wide range of applications.

46 *How to Stack and Load Corrugated Boxes*, a valuable little booklet which shows how to eliminate waste and save money through proper handling.

47 Literature explaining a new service recently inaugurated by a major international air freight forwarding company. The service, aimed at importers, provides them with representation abroad, at no extra cost, in order to expedite shipment of their purchases from foreign suppliers.

48 Which is Best for You?—a new 12-page booklet which describes methods that enable the buyer or user of automatic lift trucks to avail himself of the economies of more than 200 models of a certain manufacturer's lift trucks, "without impairing existing credit lines, without restrictions on growth and operating efficiency caused by 'tight money,' and without making large capital expenditures."

49 Handy folder, produced by British Overseas Airways Corp., which lists the new transatlantic cargo rates effective September 1.

50 Qantas has made available a new folder which provides South Pacific cargo rates to and from United States and Canadian points.

51 Illustrated case history, prepared by a manufacturer of materials-handling equipment, shows how one of the Pacific Northwest's largest and newest public warehouse has been able to attain high-speed distribution.

52 Pan Am has produced a new film, *World Marketing in the Jet Age*, which analyzes new marketing techniques. The film focuses on the economics of air freight through the eyes of a corporation head and his staff. Shows how cost analysis decides whether air or surface transport should be used to move goods. This sound-and-color film, 20 minutes' running time, is available on loan free of charge to business and trade groups. Pan Am will supply representatives to answer questions and discuss specific problems.

53 A new 20-page catalog covering the complete line of a well-known manufacturer's fork trucks, powered hand trucks, straddle carriers, towing tractors, attachments, and container-handling equipment. Illustrated.

SERVICES

(Continued from Page 3)

INTRA-EUROPE

BEA

Vanguard turboprops have been placed in operation on the British airline's London-Belfast route. Flight time: 80 minutes.

EUROPE-AFRICA

GHANA

First regularly scheduled nonstop service between Accra and London has been inaugurated by the Ghanaian airline. Bristol *Britannia* transports cover the 3,500-mile distance in nine hours.

EUROPE-AUSTRALIA

ALITALIA

DC-8 jet service has been established between Rome and Sydney, via Teheran, Karachi, Bombay, Phnom-Penh, and Darwin. The new service replaces DC-7C schedules between the Italian capital and Bombay, and extends the airline's Far East operation to Sydney.

U. S. AIR EXPORTS AND IMPORTS

March, 1960

This commodity study by the United States Government is the fourth of a series presenting certain selected statistics on March, 1960, United States export and import shipments by air, extracted from the detailed compilations of foreign trade air cargo statistics for that month. The first part was published in the 14th edition of the Air Shippers Manual which was issued in conjunction with the November, 1960 number of Air Transportation; the second part, in January, 1961 issue of Air Transportation; the third in the February issue; and the fourth, in the June issue. This has been the first time in 13 years that such statistics are available. See the following pages.

EXPLANATORY NOTES

Air Export Coverage—Export statistics include government as well as non-government shipments to foreign countries. The export statistics in this release, therefore, include Mutual Security Program military aid, and economic aid shipments. Shipments to United States armed forces and diplomatic missions abroad for their own use are excluded from the export statistics. United States trade with Puerto Rico and the United States possessions is not included in this release. Also excluded from this release is information on merchandise shipped in transit through the United States between foreign countries. The export data in this release are based on 100% coverage of shipments valued at \$100 or more and on a 50% sample of shipments valued at less than \$100.

Export Valuation: The valuation definition used in the export statistics is the value at the seaport, border point, or airport of exportation. It is based on the selling price (or cost if not sold) and includes inland freight, insurance, and other charges to the port of exportation. Transportation and other costs beyond the United States port of exportation are excluded. However, in some instances the valuation may not be reported in accordance with this definition, particularly where the export value is difficult to determine or must be estimated. None of the values has been adjusted for changes in price level.

Air Import Coverage—General import statistics include imports for immediate consumption plus entries into bonded warehouses. The import statistics include merchandise imported by government agencies as well as by private importers, but exclude American goods returned by United States armed forces for their own use. United States trade with Puerto Rico and the United States possessions are not included in this release. In addition, the release excludes merchandise shipped in transit through the United States between foreign countries. The general import data in this release are based on 100% coverage of imports reported on formal entries. The general import value for informal entries (\$250 and under) referred to in this release is based on a 50% sample of such shipments.

Import Valuation: Import values are, in general, based on market price or selling price, and are in general, f.o.b. the exporting country. The import values exclude United States import duties. None of the values have been adjusted for change in price level.

Special Category Commodities: Those commodities which, for security reasons, detailed commodity or commodity-by-country information cannot be released.

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Table 1.—UNITED STATES GENERAL IMPORTS BY AIR—VALUE PER POUND GROUPS BY SELECTED COMMODITY GROUPINGS—MARCH 1960

(Commodity groupings are shown where the air import value was \$250,000 and over, and/or the shipping weight was 50,000 pounds and over)

Value per pound groups, commodity description and code number (first four digits of Schedule A* except as noted)	Value (dollars)	Shipping weight (pounds)	Number of shipments	Value per pound groups, commodity description and code number (first four digits of Schedule A* except as noted)	Value (dollars)	Shipping weight (pounds)	Number of shipments
Total.....	41,945,452	8,536,698	22,709	\$5.00-\$5.99 per pound.....	1,038,548	188,694	1,105
Less than 25¢ per pound.....	228,096	2,328,493	710	\$6.00-\$6.99 per pound.....	991,653	153,551	1,003
Beef, fresh, chilled or frozen (0018).....	29,521	120,529	14	\$7.00-\$7.99 per pound.....	779,865	104,411	837
Vegetables, fresh (1191-1210)....	102,901	1,390,075	240	\$8.00-\$8.99 per pound.....	755,337	89,184	769
Plantains, green or ripe (1300)...	5,838	135,470	22	\$9.00-\$9.99 per pound.....	677,467	71,169	702
Palm leaf and palm leaf fans, natural (Schedule "A" Number 2932 500).....	10,093	108,374	43	\$10.00-\$14.99 per pound.....	2,827,376	232,377	2,412
Wool fabrics, woven (3607-3615)...	4,097	300,808	6	Electrical machinery and apparatus (7063-7100).....	508,243	39,137	168
Newspapers and periodicals, unbound (Schedule "A" Number 9503 500).....	11,788	63,702	16	All other commodities.....	2,319,133	193,240	2,244
All other commodities.....	63,858	209,535	369	\$15.00-\$19.99 per pound.....	2,059,474	120,956	1,507
.25-.49¢ per pound.....	584,846	1,836,078	494	Electrical machinery and apparatus (7063-7100).....	263,505	15,263	95
Beef, fresh, chilled or frozen (0018).....	447,759	1,469,928	216	All other commodities.....	1,795,969	105,693	1,412
Shrimps and prawns (Schedule "A" Number 0087 200).....	26,127	62,616	9	\$20.00-\$24.99 per pound.....	1,204,113	53,416	968
All other commodities.....	110,960	303,534	269	\$25.00-\$49.99 per pound.....	3,938,378	116,415	2,271
.50-.74¢ per pound.....	509,383	854,320	374	Furs, undressed (0701-0729).....	419,976	11,790	68
Shrimps and prawns (Schedule "A" Number 0087 200).....	317,978	546,595	42	Electrical machinery and apparatus (7063-7100).....	369,340	11,032	124
Automobile parts (7902).....	64,015	100,280	19	Cameras and parts (9001).....	422,793	11,755	87
All other commodities.....	127,390	207,445	313	U. S. articles returned (9910-9919).....	425,810	12,664	146
.75-.99¢ per pound.....	325,082	376,192	269	All other commodities.....	2,300,459	69,174	1,846
Automobile parts (7902).....	200,089	233,495	32	\$50.00 and over per pound.....	21,205,685	119,675	3,653
All other commodities.....	124,993	142,697	237	Furs, undressed (0701-0729).....	3,047,836	35,108	158
\$1.00-\$1.49 per pound.....	320,457	259,844	705	Drugs, advanced in value or condition (2220).....	357,429	901	15
Automobile parts (7902).....	79,284	68,485	57	Diamonds (5950-5952).....	1,049,008	183	16
All other commodities.....	241,173	191,359	648	Cultured pearls and parts (Schedule "A" No. 5953 900).....	1,725,611	6,211	307
\$1.50-\$1.99 per pound.....	930,038	543,585	628	Platinum (6820-6826).....	2,689,126	3,953	37
Animals, live (0840-0906).....	115,365	64,956	23	Electrical machinery and apparatus (7063-7100).....	510,202	7,296	121
Coffee essences, substitutes and adulterants (Schedule "A" Number 1511 300).....	429,890	260,640	16	Aircraft parts, except engines (Schedule "A" Number 7910 800)...	383,879	2,928	72
All other commodities.....	384,783	217,989	589	Medicinal and pharmaceutical preparations (8103-8150).....	499,557	1,950	68
\$2.00-\$2.49 per pound.....	577,637	262,542	812	Industrial chemicals (8170-8380)...	268,970	2,436	56
\$2.50-\$2.99 per pound.....	457,114	167,683	703	Watches and watch movements (9560)...	3,808,836	23,421	1,201
\$3.00-\$3.99 per pound.....	1,478,271	420,296	1,474	Watch parts (9570).....	289,894	2,792	342
Wool fabrics, woven (3607-3615)...	458,799	131,494	180	Original paintings, sculptures, statuary and etchings (9620)....	1,969,473	5,069	132
All other commodities.....	1,019,472	288,802	1,294	Antiques produced prior to 1830, except rugs and carpets made after 1700 (9640).....	1,593,427	5,413	52
\$4.00-\$4.99 per pound.....	1,056,632	237,817	1,313	U. S. articles returned (9910-9919)...	1,231,231	8,858	208
Wool fabrics, woven (3607-3615)...	302,303	68,891	128	All other commodities.....	1,781,206	13,156	868
All other commodities.....	754,329	168,926	1,185				

LONDON LETTER

(Continued from Page 2)

imaginative weight breaks. Complaints that there is not enough incentive for shippers also are fairly widespread.

But as long as the British export-or-die campaign continues at the present rate, shippers will still be reporting increased business especially in eastbound transatlantic freight.

Rumors are also widespread that a British independent airline is to make an application for the operation of London-New York all-cargo flights. At the moment the only British airline operating transatlantic all-freight services is the government-owned BOAC, but a few years back Airwork Atlantic (now part of the British United Airways Group) operated all-freight services with aircraft chartered from United States companies.

Now that BOAC has lost its fight to keep Cunard-Eagle Airways from operating on the London-New York run, increasing pressure from independent groups on other

BOAC—and BEA—monopolized routes is only to be expected.

Independent airline cargo executives are practically unanimous in agreeing that they could help slash air freight rates appreciably if given the chance. Amongst their proposals is a comprehensive all-freight network linking the countries of the British Commonwealth. Far East traffic especially, they claim, could be consolidated.

It seems likely that any extreme pressure groups will come to light officially within the next few months, and with the present monopoly of the state airlines undetermined, who can say what will happen?

Table 2.—UNITED STATES EXPORTS BY AIR—VALUE PER POUND GROUPS BY SELECTED COMMODITY GROUPINGS—MARCH 1960
(EXCLUDING "SPECIAL CATEGORY" COMMODITIES)

(Commodity groupings are shown where the air export value was \$250,000 and over, and/or the shipping weight was 50,000 pounds and over)

Value per pound groups, Schedule B** commodity description and code number	Value (dollars)	Shipping weight (pounds)	Number of ship- ments	Value per pound groups, Schedule B** commodity description and code number	Value (dollars)	Shipping weight (pounds)	Number of ship- ments
Total.....	48,626,982	12,656,219	109,132	\$1.00-\$1.49 per pound—Continued Books, maps, pictures and other printed matter (95100-95690).....	71,367	59,982	862
Less than 25¢ per pound.....	196,184	1,416,917	4,959	Manufactured plastic products (including kitchenware and table- ware) not specially fabricated for particular machines or equip- ment (98151, 98159).....	81,013	69,161	135
Vegetables, fresh (12071-12257)...	8,891	64,253	238	All other commodities.....	1,465,022	1,194,241	8,493
Paper bags, sacks, and containers, including sanitary food con- tainers (48711-48789).....	26,783	183,078	69	\$1.50-\$1.99 per pound.....	1,958,314	1,124,648	7,506
Books, maps, pictures and other printed matter (95100-95690).....	20,718	239,590	1,071	Television receiving sets (70815)...	210,888	121,065	86
Manufactured plastic products (in- cluding kitchenware and table- ware) not specially fabricated for particular machines or equip- ment (98151, 98159).....	18,360	185,620	19	Parts for commercial automobiles, trucks and busses (79151-79262)...	132,252	76,449	632
All other commodities.....	121,432	744,376	3,562	Musical instruments, parts and accessories (92110-92975).....	148,425	83,303	155
25-49¢ per pound.....	546,090	1,395,715	5,722	All other commodities.....	1,466,769	843,831	6,633
Eggs in the shell (00921, 00925)...	95,439	208,520	99	\$2.00-\$2.49 per pound.....	1,721,701	775,462	7,266
Cut flowers and cut ferns or foliage (25991).....	37,541	102,978	449	Television receiving sets (70815)...	133,888	62,471	47
Miscellaneous nursery stock, except cut flowers and cut ferns or foliage (25985, 25998).....	48,014	130,397	527	Parts for commercial automobiles, trucks and busses (79151-79262)...	111,099	50,210	533
Construction materials, metal (61918-61922).....	26,029	60,786	13	Musical instruments, parts and accessories (92110-92975).....	158,129	70,662	170
Refrigerators, electric, household type (70580).....	25,251	56,860	13	All other commodities.....	1,318,585	592,119	6,516
Books, maps, pictures and other printed matter (95100-95690).....	30,042	83,539	848	\$2.50-\$2.99 per pound.....	1,384,663	503,956	5,448
All other commodities.....	283,774	752,675	3,773	\$3.00-\$3.99 per pound.....	2,457,279	709,388	8,946
50-74¢ per pound.....	1,029,026	1,659,947	6,512	\$4.00-\$4.99 per pound.....	2,008,370	452,813	6,640
Eggs, hatching (00921).....	80,991	140,059	43	\$5.00-\$5.99 per pound.....	1,971,166	360,566	5,315
Cut flowers and cut ferns or foliage (25991).....	34,784	56,906	342	Wearing apparel of man-made fibers, new (38521-38572).....	264,075	48,709	335
Cotton yarn, unbleached (30117)...	41,059	65,555	8	All other commodities.....	1,707,091	311,857	4,980
Refrigerators, electric, household type (70580).....	163,856	275,564	126	\$6.00-\$6.99 per pound.....	1,546,963	240,660	4,050
Electric household motor-driven appliances and parts (washing machines, vacuum cleaners, dish- washers, etc.) (70680-70705).....	75,246	123,926	67	\$7.00-\$7.99 per pound.....	1,149,106	153,899	3,136
Manufactured plastic products (including kitchenware and table- ware) not specially fabricated for particular machines or equip- ment (98151, 98159).....	65,522	101,600	77	\$8.00-\$8.99 per pound.....	1,104,728	130,402	2,697
All other commodities.....	567,568	896,337	5,849	\$9.00-\$9.99 per pound.....	888,518	94,076	2,110
75-99¢ per pound.....	1,016,957	1,180,686	4,542	\$10.00-\$14.99 per pound.....	4,492,447	368,759	7,344
Cattle for breeding (00113, 00115)	55,670	68,003	8	Electrical and electronic quantity and characteristics measuring and testing instruments and parts (70350-70379).....	371,826	28,313	160
Refrigerators, electric, household type (70580).....	59,446	71,426	50	Medicinal and pharmaceutical pre- parations (81110-81800).....	490,952	39,552	581
Parts for commercial automobiles, trucks and busses (79151-79262)...	49,867	56,943	305	All other commodities.....	3,629,669	300,894	6,603
Manufactured plastic products (including kitchenware and table- ware) not specially fabricated for particular machines or equip- ment (98151, 98159).....	112,031	150,978	61	\$15.00-\$19.99 per pound.....	2,572,008	149,302	3,710
All other commodities.....	719,943	833,336	4,118	Medicinal and pharmaceutical pre- parations (81110-81800).....	320,467	18,536	323
\$1.00-\$1.49 per pound.....	2,010,294	1,634,814	10,878	All other commodities.....	2,251,541	130,766	3,387
Baby chicks (00191).....	59,062	52,117	253	\$20.00-\$24.99 per pound.....	1,846,574	82,060	2,342
Television receiving sets (70815)...	111,141	79,597	27	Medicinal and pharmaceutical pre- parations (81110-81800).....	396,443	17,490	191
Parts and accessories for tractors, except engines and attachments (78891, 78895).....	85,867	69,266	392	All other commodities.....	1,450,131	64,570	2,151
Parts for commercial automobiles, trucks and busses (79151-79262)...	136,822	110,450	716				

BACK NUMBERS OF ALL ISSUES CONTAINING U.S. AIR EXPORT AND IMPORT STATISTICS ARE AVAILABLE AT REGU-
LAR SINGLE-COPY PRICES. SPECIAL DISCOUNTS FOR ORDERS OF 10 COPIES OR MORE.

Table 2.—UNITED STATES EXPORTS BY AIR—VALUE PER POUND GROUPS BY SELECTED COMMODITY GROUPINGS—MARCH 1960
(EXCLUDING "SPECIAL CATEGORY" COMMODITIES)—Continued

(Commodity groupings are shown where the air export value was \$250,000 and over, and/or the shipping weight was 50,000 pounds and over)

Value per pound groups, Schedule B** commodity description and code number	Value (dollars)	Shipping weight (pounds)	Number of ship- ments	Value per pound groups, Schedule B** commodity description and code number	Value (dollars)	Shipping weight (pounds)	Number of ship- ments
\$25.00-\$49.99 per pound.....	4,586,786	129,894	4,940	\$50.00 and over—Continued			
Medicinal and pharmaceutical pre- parations (81110-81800).....	1,116,395	28,891	583	Geophysical and mineral pros- pecting equipment, and parts (76698).....	311,661	2,776	70
All other commodities.....	3,470,391	101,003	4,357	Medicinal and pharmaceutical pre- parations (81110-81800).....	3,107,348	16,322	446
\$50.00 and over.....	14,139,808	92,255	5,069	Hearing devices and specially fabricated parts and accessories, except hearing aid batteries, receiving tubes, crystal diodes and transistors (91581).....	365,812	2,075	291
Furs, undressed (07150-07298).....	1,159,981	12,818	151	Fountain pens, including ball type pens (93080, 93110).....	284,515	2,923	65
Furs, dressed or dyed (07440, 07460, 07498).....	1,344,367	8,501	139	Works of art, antiques and collectors' items (96100).....	1,635,498	4,415	98
Diamonds (59900-59905).....	351,392	71	45	All other commodities	4,288,668	33,499	2,887
Crystal diodes and transistors, capacitors, resistors, and inductors (70848-70859).....	1,037,808	6,073	656				
Miscellaneous electronic equipment and parts, except electron tubes and amplifier systems parts (70886).....	252,758	2,782	221				

SPOTLIGHT

(Continued from Page 22)

beginning, the tall, articulate Emery quite naturally slipped into the role of one of that small handful of leaders who guided it over the rocky path to maturity. To be sure, not always did he find himself in agreement with other members of the forwarding industry. That they did not see eye to eye on a number of matters was less a matter of mutual regard than of relative emphasis on certain parts of their operations. Emery Air Freight Corporation, which had been one of the original members of the Air Freight Forwarders Association—Emery headed it as president also—pulled out for a time when their objectives appeared to diverge. But it returned a year or two ago, filling a noticeable gap in the AFFA's ranks.

Sitting behind a neatly arranged desk in his office high above Second Avenue in midtown Manhattan, Emery toyed with a ballpoint pen, and smiled broadly when the AFFA incident was recalled.

"We got out because we disagreed with AFFA's original policies. Over the years, our company and the other forwarders have drifted towards each other in outlook. John McPherson* wrote me and convinced me to rejoin the organization.

"I think the AFFA is by far a better organization than it used to be. One thing it does need is better liaison with the airlines."

On the wall facing the forwarding executive's desk is a century-old painting of a barque, the *Antioch II*, painted by an unknown Chinese artist. The *Antioch II* is a clue to Emery's background and motivations in life.

The forebears of Emery, who originally stemmed from England and Wales, emigrated to New England in the middle of the 17th Century. The Emerys operated sailing vessels during the Revolutionary War. His great grandfather, John S. Emery, head of a Boston organization bearing his own name, was in the China trade, an owner of a fleet of ships—one of which was the *Antioch II*.

The latter's son would have no part of the bounding main. A dyed-in-the-wool landlubber, but with the restlessness of a

transportation man in his bloodstream nonetheless, he headed towards the Midwest and connected with the Rock Island Railroad. And even the old mariner's grandson, George, heeded the call of railroading, first with the Rock Island and then with the Chicago Northern.

John C. Emery was born in Kansas City, Missouri, went through the public schools of that city, and spent a couple of years at the University of Wisconsin during which time he met the girl he was to marry.



"I knew I'd wind up in the transportation business. I wanted to be in it. I'm happy in it today."

His first job in transportation was as a clerk, a summer replacement while still in his teens, in the freight terminal of the Chicago & Alton Railway. It was 1916. Later he worked as a freight handler and warehouseman at the same station, and one summer he evolved as a yard clerk. Then the young railroader sallied forth as a locomotive fireman, making the 95-mile run between Kansas City and Slater.

"It was all uphill to Slater, downhill to Kansas City. You really shoveled in those days."

Young Emery put on a fresh white collar and started selling tickets at the Kansas City Union Station. It was at this point in his career that he saved enough money to allow him to enter the university.

But in 1922, he left the university to join the Chicago passenger office of the Canadian Pacific Railway. Emery did not stay long there. The same autumn he joined the staff of *Traffic World* as its sole Chicago reporter. Two months of this, and he accepted what he considered to be a better opportunity with *Railway Age*. (Not long afterward he married the former Janet Millar, of Madison, Wisconsin). Here, too, he served in a reportorial capacity, but not for long: he became motor transport editor; and during his last three years with the periodical (1932-35), he was placed in charge of research and development.

The man responsible for Emery's resignation was Joseph Eastman, then Federal Coordinator of Transportation. He asked the young man to take over the post of Director of Transportation Service in the nation's capital. Emery said yes. His first involvements with freight forwarding occurred during the ensuing year or so.

After a year of government service, Emery resigned. Out of a job, he made the decision to summer in California with his family; then, with his wife, he sailed overseas to Europe on "a semi-business trip." His consuming interest in transportation led to a study of operations there. What he learned he tucked away in a corner of his receptive mind.

Early in 1937, Emery decided to accept a position which Railway Express Agency previously had offered him. He became special representative of L. O. Head, REA's president. Shortly thereafter, he placed his personal imprint on the organization when he promoted REA's contract drayage service for the nation's railroads and, eventually, for industry. In time Emery became executive assistant—in effect, Head's traveling aide.

With Pearl Harbor, the tempo quickened. Emery negotiated a contract with the Navy Bureau of Supplies and Accounts to set up a ground pipeline to the air bases.

The Navy also was discovering that it was spending steadily increasing sums of money without having its own traffic department. It arrived at the decision to recruit one, and Emery was snared in the dragnet which the Navy spread out. He resigned his post with REA and became a lieutenant commander and executive officer of the new department. The officer in charge of the new department was Lieutenant Commander C. F. Toal.

This was the start of a new and major undertaking. It took somewhat less than a year to make it a going concern. The Navy was spending \$45 million a year for domestic transportation services alone at that time.

In the middle of 1943, the increasing difficulties in getting high-priority freight through brought the situation to a head. Emery pushed for the institution of a priority system. It was approved and he was placed in charge of it. Out of this grew a system of Navy Overseas Air Cargo Terminals, called NOACTs. In July of that year, the Vice Chief of Naval Operations signed a directive which outlined the basic principles of and needs for special-

*President of Airborne Freight Corporation and past-president of AFFA.

ized air cargo terminals, and directed the Chief, Bureau of Supplies and Accounts to establish these terminals "in charge of Supply Corps officers of suitable experience and special training . . . (to) regulate and maintain the flow of outbound and inbound cargo, forwarding the most urgent by air to within the limits of air transport capacity."

This was tantamount to the establishment of a military air freight forwarding service.

The first such terminal was set up in San Francisco, the second in New York, the third in Honolulu. By the end of the war, 10 NOACTs were in operation, adhering to the principle, *If you have it, get rid of it!* In addition to those already mentioned, others were located at Miami, Patuxent River, Maryland; Samar, in the Philippines; Seattle; Kwajalein; Guam; and Manus, Admiralty Islands.

Emery also set up delivery units, each of which consisted of an officer and two men, who went to a newly occupied island with the first wave of forces. Their job was to establish a transport system. Emery himself accompanied these units at Kwajalein and at Pelelu, the latter spot under withering machine-gun fire.

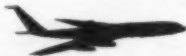
"A fascinating experience," Emery said of the NOACT operations.

For a while it appeared that active duty would be over by the end of 1944. The thought of being able to return to normal family existence exhilarated him. But then the long arm of the Navy reached out and tapped him for the job of Transportation Officer of the Western Sea Frontier, at San Francisco. Did he find his new assignment gratifying?

"I never wasted so much time in my life."

Emery was a full commander now, marking time before his discharge. He received dispatch orders to the Third Naval District, New York, with a 90-day delay in reporting, which gave him a most welcome opportunity to resume family life. When the time to report arrived, he had accumulated enough points to be mustered out.

REA reclaimed John Emery, but it was a far different man who returned to the post of executive representative. War had shaken up his thinking and rearranged certain of his concepts about transportation. Above all, he knew the day of commercial air freight was dawning. Looking ahead, he perceived a brilliant future, and there was no question he wanted to be part of it.



Emery tried to induce L. O. Head to hire his NOACT officers who were trained as air freight forwarders and to infiltrate them in REA's Air Express Division. There were problems of seniority which Head raised. Emery fought to overcome them. He received no satisfactory answer.

"It was a hell of a note to let them go back to selling banking and insurance. They were experts in a service which had commercial value. They understood speed and precision."

Convinced that his little group of officers represented an exceptional potential, and fearful that further vacillation might scatter them to other endeavors and dissipate their know-how, Emery cast the die in February 1946: he informed the REA president that he was organizing his own air freight forwarding organization. Two months later, he opened shop.

This, then, was the start of Emery Air Freight Corporation, bowing into a fledgling industry at a time when the scheduled airlines and nonskeds were slugging it out bareknuckled, when a domestic rate war was rife, when GI airlines and forwarding firms dropped almost as fast as they sprang up, and industry's knowledge of air freight's economic advantages couldn't be at lower ebb.

Emery's method of getting underway was, and still is, unique in the air freight forwarding business: through a public offering, the firm was able to raise capitalization of \$280,000.

"We opened four offices almost simultaneously," Emery recalled. "There was no use fooling around. We needed these offices if we were going to cover the whole national market. Our group divided itself and held down managerial posts at the various offices. We were all chiefs and no braves."



The offices were spotted at New York, Chicago, Los Angeles, and San Francisco. Of Emery's original NOACT group who still remain with the firm are H. J. Snyder, senior vice president, at present on a leave of absence; Henry A. Pfaff, vice president—Central Region; A. M. MacIver-Campbell, vice president—Western Region; Peter E. George, vice president—International; and Richard Schach, assistant to the vice president—Western Region.

Another one of the early Emery officers was Charles Welker. Within a short time the company felt the impact of two conflicting business philosophies: Welker believed in big volumes and narrow margins of profit; Emery's concept was a premium service at a better margin. The latter argued that historically surface forwarding had started as a premium service; that even if he did agree to go after the big volumes required to cover the small profit margins, where was the airlift to handle it to come from? Welker resigned in six months.

Then there was Leonard Hunt, a former Wall Street man without a morsel of experience in air cargo. Hunt, however, was a keen businessman. From the very start he insisted that the firm, if it was to achieve success, had to provide a type of service not available anywhere else.

"Len Hunt was really the reason for our Blue Ribbon Service which still dominates our firm. It is priced without regard to competitive rates."

Some astute reckoning told Emery that the new company should break into the black before the original capitalization gave out. He set a target date.

"We lost \$190,000 of the \$280,000 before we turned the corner, and we accomplished it within three months of the timetable we set for ourselves. As a matter of fact, we're still working on our original money."

The first shipment, in August 1946, was a bag of bank checks, picked up in New York at 10:30 p.m. and delivered in Cleveland at 2:30 a.m. It was a modest start—one which, by the time the balance of the year was over, rose to approximately a thousand shipments from 23 accounts, bringing \$30,398 in revenues.

Some time this year—possibly in the third quarter, certainly in the last—Emery

Air Freight Corporation will reach its four millionth shipment. Last year's revenues of better than \$16¼ million (87% derived from domestic traffic) were earned from some 16,000 customers who produced 620,000 shipments weighing 24,000 tons.

When Emery hit its three millionth shipment a little more than a year ago, a company statistician figured that some 10 million individual items had been handled since that first bank-check consignment. In weight this added up to over 275 million pounds which (the statistician gleefully pointed out) was nearly half the weight of the Empire State Building.

Machinery and machine parts give the forwarding company its best single source of traffic, with graphic arts and advertising running a close second. Following the latter industries, in the order named, are: electrical, metals, automotive, chemicals, film including TV, wearing apparel, Government, and aircraft.

"Ever since the start of our company, we have been devoted to the honest belief that we cannot be successful if the airlines are not successful," Emery asserted. "What can we do to increase the overall volume of air freight? We won't have all of it, but we'll have a portion of it. We'll never want to have more than 15% of the domestic and international air freight. If we had a policy of taking all we can get, we would do things differently."

"We make a specialty of meeting deadlines. Look at it this way: industry is procuring and distributing in every part of the United States. The air freight market is not confined to just a few cities. This brings you into offline traffic. About 25% of the shipments we handle originate at offline points, and I predict they will increase."

"Eventually, I believe, air transportation will settle on 50 or 60 market centers, with surface carriers taking care of the rest."

An important ambition of the Emery organization, he emphasized, is to "give just as good service to offline customers as we give to mainline centers—and at very little extra cost."

In about a dozen cases, the firm guarantees a minimum revenue to contract motor carriers. This may be an expensive way of



doing things, but "we get the type of service we demand." This method, experience has shown the forwarder, will take the surface carrier from two to six months to develop to a point where a guarantee no longer is required.

Emery said his company is not emphasizing consolidation of freight, but seeks rather to complement the airlines. It is paying the domestic air carriers 26¢ per ton-mile as against a national average of 22¢, he stated.

"There is no real competitive situation with the air carriers. We have been good for them."

According to Emery, two domestic airlines each adds up its annual revenues from his company to \$1½ million. A third has just passed the \$1 million mark.

The international side of the firm's business is relatively new and still in the developmental stage. Emery candidly acknowledges that certain mistakes have been committed in this area of operations.

"In the beginning we thought Emery had to be world-wide. It is a fact that in principle world-wide coverage is desirable, but

it is a mistake to expand too fast. We are going more slowly now.

"We thought there would be needed a relatively uniform rate pattern internationally. This is a sound practice in principle, but not in practice internationally.

"We thought we could rely successfully on agents. Then, after hard experience, we came to the conclusion that the job is best done when it is handled by yourself."

Emery operates a total of 54 offices, 39 of which are scattered throughout the United States. Most of its foreign offices are in Europe. It has two in Australia; and one in Tokyo which, for the present, handles inbound shipments only.

The future of his company's international business depends to a certain extent on the kind of rate situation which is evolved, the company head believes. He said that one of the major mistakes made by the International Air Transport Association was the elimination several years ago of the mixed-consignment rule. In his opinion, the lack of such a rule has retarded the growth of international air freight.

Emery declared himself as unalterably opposed to the type of groupage which exists in Germany. This is the massing of the air shipments of most of that country's forwarders under a single banner (Deutsche Luftfrachtkontor). As Emery sees it, the organization is begging for retaliation by the airlines.

Where is Emery going in the import-export market? By the middle of this decade the gross international business should be on about a par with the gross domestic business, Emery foresees. Latin America and the Middle East are definite factors in the company's future plans. Emery admitted that it was narrowly saved from setting up in Cuba.

In the domestic operation, the target is 12% profit before taxes. If the gross increases to adequate proportions, the firm's fiscal brains may be content with 10%.

At the present time some 550 employees work in the Emery system. Concentration on first-class pickup and delivery services has brought the company into contracts with 100 drayage firms in the United States, and "at least as many" overseas.



In some major cities Emery operates leased vehicles.

Discussing the air freight forwarding industry of today, Emery said:

"The air freight forwarder has more than kept pace with the growth of air freight. Nobody in the forwarding business had much money and he had to scramble for a living, concentrating on the heaviest market. Now there are more and more of them expanding their coverage.

"The forwarder is very resourceful in devising new types of service, tailoring them to special needs. Looking at the industry as it stacks up today, I think we can say that the forwarder's acceptance by both shipper and airline has been broadly increased."

In principle Emery is opposed to the charter of aircraft for the movement of consolidations. He pointed out, however, that all forwarders prefer the right levels of volume rates which would permit them to bypass such practices. His own company has used charters for domestic air-lift only, to transport excess freight.

"And it costs like hell!"



John C. Emery, Jr. (left), vice president-sales, is shown presenting to John C. Emery, Sr. a silver bowl commemorating the air freight forwarding company's fifteenth birthday. Presentation was on behalf of Emery's employees and directors.

Recently the industry lifted its collective eyebrow when Emery, in an address before a trade group, stated publicly that his firm has no customs brokers on its payroll and does not intend putting them on. His view is that customs brokerage is an industry apart, and he has no desire to compete with it.

The discussion veered to the comparative merits of a number of international airlines, and from that to the campaign at home to favor United States-flag carriers for shipping and travel. Emery commented:

"We're American and we believe in supporting all American institutions. We will use American carriers if the service is as good as we require it to be. But we will not favor them if it will turn out to be to the disadvantage of our customers, the shippers."

"Our company has offices abroad. We generate revenue there. We pay taxes there. In our opinion, a division of traffic among all the airlines is desirable.

As an afterthought he added:

"I've always maintained that the freedom to route is the guts of the forwarding business."

Emery gives evidence of a fierce loyalty towards his employees, maintaining close contact with all of them. At least once a year he visits all 54 company stations.

"It's the interested and enthusiastic guy down the line who can make you or break you."

An accurate mirror of his feelings is a private letter called *The Inside Story*, which the company president personally writes and sends to the home of every employee.

Take this typical letter headed, *Where We Stand on the Union Question*:

"In 1920, when I was a railroad ticket seller in Kansas City and working seven days a week, some overtime we were promised was not paid. The other men deputized me to go to Chicago and raise a fuss with the management. So I went, got the money—and was fired. It seemed to me that we ticket sellers might have been better off if we had had a union to represent us.

"I thought of this incident recently when I read that the AFL-CIO plan a drive to get all white-collar workers into unions. It raised the question in my mind: Would our employees, like those Kansas City ticket sellers, benefit from union membership? In this *Inside Story*, I shall discuss this question frankly.

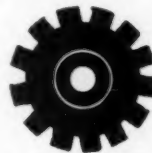
"First, let me say flatly that this company is not anti-union either in principle or in practice. In two cities, our vehicle-men are union members, and the relationships between the company, the employees and the union have been uniformly excellent. We respect the union, they respect us,

and no employee has been prejudiced in his relations with the company by reason of his union membership.

"But whether our non-union employees would gain from union membership, I am unable to say. Our salary schedule is designed to start people a little below average wages in industry for the same type of work, but to bring them above standard wages in five years or less. Unions, on the other hand, prefer a single wage rate for all people in a single type of job, without our rising scale based on experience. Thus, unionization might result in an immediate wage increase for some of our employees, but this might be offset in a few years by the higher than union scales provided in our salary schedule for our five-year veterans."

"The company believes in paying its employees as well as possible and in giving them all the benefits it can. We believe in doing this voluntarily, not waiting for demand. Except for union-negotiated contracts, all our salary increases, all our insurance and welfare benefits, our sick leave, vacation, pension and profit sharing plans have been volunteered by the company, not forced upon it. That, I think, is the way it always will be.

"So I would summarize this way: I believe our union employees are no worse off



by reason of union membership and they may have been better off in some instances. At the same time, I believe our non-union employees neither are nor will be worse off by reason of no union affiliation. Union or non-union, the company will do the best that it can for all employees."

Others of the president's letters the writer has read discussed group life insurance, hospital-doctor insurance plan, company progress, etc.

Eight years ago, in order to substantiate the doctrine that spending an extra dollar may save two, the forwarding company invited American Airlines, Trans World Airlines, and United Air Lines to join it in sponsoring and underwriting the cost of a study in depth which would be undertaken by the Harvard University Graduate School of Business Administration. The resultant three-year research project, which was headed by Dr. Howard T. Lewis, professor of marketing, was in two phases. Emery and the three air carriers divided among themselves the cost of the first phase. With the second phase, the airlines dropped out; and Emery's funds, joined by a research grant from the Harvard Business School, saw the ambitious project through.

Late in 1956, a book, *The Role of Air Freight in Physical Distribution*, was published. Embodying the detailed findings of the study, it established a new mark in transportation and marketing, forcing open a new avenue of economic thinking and establishing a basic concept on which to sell air distribution to industry.

Keenly aware that all predictions on the future of air cargo have turned out to be on the sour side so far as reasonable accuracy is concerned, John Emery nevertheless has been willing to stick his neck out. In a special issue of *Air Transportation* devoted to a symposium on the experience and lessons of the Fifties and some

crystalball-gazing into the Sixties, he was quoted as perceiving an air freight breakthrough between 1963 and 1965. He thought the ton-miles racked up in 1959 will be doubled by 1963 and doubled again in 1967, if not before.

"All principal production and market centers of the United States will be within overnight range of each other by air freight," he wrote. "All principal world markets of United States manufacturers will be within overnight to 36-hour range by air freight."

"Air freight will become a routine as well as an emergency-use carrier for the components of industrial production and for the distribution of the end-products of industry."

"Air freight rates will be reduced by perhaps as much as 50% within five years, to make air transport strongly competitive for less-than-carload, less-than-truckload and less-than-shipload traffic moving distances of 500 miles or more."

"These are the essentials—capacity, coverage and reduced rates—which have been largely lacking in the . . . years of our experience in air freight. We see them surely coming now, and with them a breakthrough into broad, new areas of usefulness to industry and much higher levels of air freight tonnage, ton-miles, revenue and earnings."

The oft-used word, *breakthrough*, has not meant quite the same thing to all men in the industry. Emery defines it as "a brand new rate which gives an immediate diversion of surface freight to air." The air freight growth rate until now, he maintains, has been "lousy." He feels that, with most problems settled, it can be at a steady rate of 20% yearly, which he calls "a hell of a good breakthrough."

For a score of years Emery logged about 100,000 air miles a year in the pursuit of his activities. The pressures have eased and this aerial road has been shortened by half. Every March will find him in Hawaii, and July in Maine. He and Mrs. Emery have an especially soft spot in their hearts for the 50th State. To "give us an excuse to go down there," Emery purchased an interest in a Honolulu drayage company.

He occasionally will "fool around" with golf which, he readily concedes, has grown progressively worse for 35 years. He is still trying to break 100.

For a while he was the proud owner of a boat which, in obedience to the demands of tradition, was named *Antioch III*. The Emerys cruised Long Island Sound whenever the opportunity afforded them. A troublesome disk in John's back acted up because of the sea motion, and the *Antioch III* was sold.

An incessant reader, he leans by necessity towards business periodicals and books. ("In transportation there is no limit to useful knowledge, no end to learning.") When he feels the need for more relaxed literary fare, he will, like Eisenhower, pick up a novel of the Old West.

"Oddly enough, I like TV Westerns also," he said.

From his mother, Emery inherited a deep love of good music. His mother, a professional soprano who used to give two concerts annually in Kansas City, also taught piano as a labor of love. Emery has gathered unto himself a large record collection which is heavily weighted towards the classics. He plays the Hammond electric organ by ear, devoting about an hour every evening at home. He describes himself as a "Bach fancier" and also has strong prejudices in favor of Tchaikowsky.

Emery suspects he has inherited from his mother something in addition to an appreciation of music—claustrophobia. This he confided to the writer when, at Emery's request, both descended in a spacious and uninhabited freight elevator instead of one of the smaller cubicles reserved for passengers. A short while ago he was trapped for an hour between floors in one of these small cars built for a maximum of 16 passengers but which carried 18 at the time. He has shunned the passengers car ever since.

The air freight forwarding business has been good to Emery. How good it has been from the material point of view is underscored by a somewhat tragic story concerning one of the company's original employees and stockholders. Early in the history of the firm he severed his connection with Emery, but the now ex-employee retained his stock which he had purchased for \$1,000. The man died two years ago. The Emery stock passed on to his widow was worth \$400,000.

The long chain of Emerys in transportation has been extended still another link—to John C., Jr. An earnest, hard-working young man, who has made a reputation of his own in the industry, he solidly fills the office of vice president-sales and as a member of the board of directors. He is the sole surviving son of Mr. and Mrs. Emery. One was a war casualty; another died as a child.

"Tradition wears a snowy beard, romance is always young," Whittier once wrote.

The Emery tradition in transportation stretches a long way and perhaps wears a white beard. But the romance lies in fresh ideas and wide-ranging movement—and it is there where the elder John Emery remains young and virile. R.M.

BOYD BACKS JOINT PACTS

"There is no reason why travelers and shippers should have to choose one mode of transportation to the total exclusion of others when it is in the public interest or convenience to combine modes of transportation—that is, an air-rail or air-motor combination at reasonable through joint fares or charges."

This was declared by Alan S. Boyd, chairman of the Civil Aeronautics Board, in an address delivered at the 40th annual convention of the New England Conference of Public Utilities Commissioners.

Boyd said that there has been a number of filings of joint rates, but "these were not especially significant." He added:

"Shortly, however, we expect to have an extensive joint through rate filing before us which would permit cargo shipments from points throughout the 48 contiguous states to Seattle by surface, from Seattle to Anchorage and Fairbanks, Alaska, by air carrier, and thence to six or seven Alaskan points again by surface. Such joint rates would be less than the sum of the filed air and surface tariffs for the segments joined and would of course apply in the reverse direction."

"I would like to see more and more of this type of filing before the ICC and the CAB. With the advent of the all-cargo aircraft and with increased capacity in mixed passenger and cargo equipment, we must seek means of stimulating a vast increase in the volume of air cargo."

"One way to do it is to attract surface cargo to the air for at least part of the haul. Reasonable and attractive joint through rates are a means of effecting this objective."

Boyd said that "the different modes of transportation need not be treated as worlds apart from one another." If it benefits the public, he went on, "our carriers have a duty to institute joint common carrier services at through fares and charges." He pointed out also that they have a duty to their shareholders to "initiate practices which will improve their economies." The CAB head said he is "ready to call upon the public and the communities to review their requirements to bring about better and more economical air service," as well as to "seek joint governmental action to better the industry." He asked also that carriers "explore every possibility to attain the profitability they justly claim they must enjoy."



Boyd
"Not worlds apart"

CAB

NAL SEEKS FREIGHTER RUN

Application has been made by National Airlines to the Civil Aeronautics Board for a new airfreighter route between Los Angeles and San Francisco. The airline has operating authority to fly, on its new Florida-California route, from Houston to Los Angeles via Las Vegas, and from the Texas city to San Francisco via Las Vegas. It has no authority to operate between the two California cities.

National would operate cargo aircraft exclusively on the Los Angeles-San Francisco route, and is seeking the right to haul shipments to Houston or points east on the route from San Francisco via Los Angeles. The airline stated that it is not

interested in flying local cargo between San Francisco and Los Angeles.

RIDDLE EYES PASSENGERS

Riddle Airlines, all-cargo carrier, has filed with the Civil Aeronautics Board an application for an East Coast passenger route. It would be a "low fare, no frill, bus type air service," serving the key points Boston, New York, and Miami, via intermediate cities.

ALL NIPPON WINS ROUTE

A route between Kagoshima, Japan and Naha, Okinawa, to be operated by All Nippon Airways, Japanese air carrier, has been approved by the Civil Aeronautics Board. The airlines has received a foreign air carrier permit which authorizes All Nippon to transport persons, property and mail between the two points.

FILE AGAINST PANAGRA

Two Latin American air carriers—Compania Ecuatoriana de Aviacion (CEA Airlines) and Aerolineas Peruanas—have filed with the Civil Aeronautics Board charges that Panagra has operated contrary to its authority and violated the bilateral air treaties between the United States and their respective countries. Panagra is charged with offering excessive flight schedules.

SUSPENSIONS SOUGHT BY TWA

TWA has asked the Civil Aeronautics Board to suspend its service at Bangkok and Colombo, effective August 1. It would remain in effect pending the receipt of

authority to serve Hong Kong. The airline has authority to serve this point, but the Board has stayed its effectiveness until the Board issues another order. It is understood that TWA's inauguration of a service to the British Crown Colony also waits on the receipt of operating rights from the British Government.

PERMIT FOR AESA

A temporary foreign air carrier permit has been issued to Aerolineas El Salvador, S. A. It authorizes the airline to carry persons, freight, and mail between a point or points in El Salvador and Miami. Approximately 45% of the AESA stock is held by the Nicaraguan airline, Lanica. AESA stockholders have announced their intention to purchase these shares, reducing the holdings of foreigners to a maximum of 15% or 20%. The Board stated that it will keep an eye on this aspect of the AESA-Lanica relationship. The temporary permit terminates June 21, 1964.

TWA FILES FOR FLORIDA RUN

TWA has told the Civil Aeronautics Board that if it is accepting applications for the New York-Florida route currently flown by Northeast Airlines, it desires to be considered. The airline added that if the Board is considering renewal of Northeast's route, then the application which TWA filed may be disregarded.

FLOWER RULES PROBED

The Civil Aeronautics Board has instituted an investigation of the air carriers' tariff liability rules. This action was taken after long effort by the California Floral Traffic Conference, as well as by other domestic shippers of flowers, to bring the probe about. The original complaint was filed December 1, 1959 (*January 1960 AT; Page 33*).



Other complainants are: J. A. Axell, Inc.; Golden Gate Wholesale Florists, Inc.; Buford W. Hall Wholesale Florists; Lee Brothers Wholesale Florists, Inc.; Mt. Eden Nursery; Santa Barbara Flower Growers, Inc.; Dominic Tassano; United Wholesale Florists of California, Inc.; Vinson & Fortiner.

The complainants have asked the Board to require the airlines and forwarders to remove provisions of their tariffs which they call unlawful, that it "prescribe reasonable rules and regulations in the premises," and that the flower shippers "have such other and further relief as may be appropriate."

Thirty-one airlines and two air freight forwarding firms have been made parties to the investigation.

RATES

NEW TIGER CUTS

John L. Higgins, vice president-sales of the Flying Tiger Line, transcontinental all-cargo carrier, announced that eastbound rates from California to five Eastern points have been cut for consignments between 100 and 1,000 pounds. Average reduction is 5%.

ALLIED AIR FREIGHT, INC.

Executive and Main Offices: 147-05 New York Boulevard
Jamaica 34, New York
AR 6-6000

Branch Offices:

Boston
Idlewild
Jacksonville
Miami
Mayaguez, P. R.

LO 7-7560
AR 6-6020
EL 3-4429
TU 7-7426
817

Newark
New York City
Philadelphia
Ponce, P. R.
San Juan, P. R.

MA 4-2268
LA 4-9225
WA 3-0566
2-4319
9-1168

Domestic Authorization C.A.B. No. 11

International Authorization C.A.B. No. 113



The Tiger executive said that the rates are "lower than any other carrier within this weight range," and affect the following destination points: Chicago, Boston, Detroit, New York, and Philadelphia. In the past few weeks, the airline has made two other rate reductions, these ranging from 19% to approximately 40% on a large number of West-to-East commodities.

It was pointed out by Higgins that Tiger's reductions originally aimed at attracting a greater volume of dense freight through the application of more attractive rates. He claimed that other airlines followed by instituting wide reductions "without regard to density and not in accord with long-range pricing concepts" which Tiger's research program found were practical. Higgins said that these carriers have filed rates "which basically have retained the present 100-1,000 pound rates, but have reduced all volume rates, such as those above 1,000 pounds." He asserted that such rate cuts discriminated against the general shipping public. Tiger's sales head added:

"For example, the average size of shipments tendered to Tigers by direct shippers is approximately 254 pounds. This traffic accounts for approximately 95 per cent of Tiger's total number of shipments. This indicates that the average direct shipper will receive no benefits from the reductions in volume rates. Therefore, Tigers have met all rates filed by competitors for shipments over 1,000 pounds but has extended the reductions to the 100-to-1,000 pound shipments, from which the largest amount of traffic is derived."

PACIFIC RATES DISCUSSED

A leading forwarding executive has called the revised Pacific air freight rate structure "a disappointment," although he approved of certain aspects of it.

In a general statement made public early this month, Alvin B. Beck, president of Air Express International, said that the addition of a new weight break at 220 pounds was "a worthwhile action" and should help generate new traffic in that weight bracket. He criticized, however, the Pacific carriers' making the second new weight level—2,200 pounds—effective on eastbound shipments only. Beck asserted that United States exporters and forwarders had been "frozen out" through this action. He called the westbound weight bracket of 1,100-5,500 pounds "senseless," with too much spread to attract large volumes of shipments.

Beck applauded the action which brought down the highest weight level from 22,000 to 16,500 pounds without a change in rates. He tempered this part of his statement by adding that "my own feeling is that the level should descend even a little lower," because this high bracket normally attracts "very little traffic."

Comparing the yields produced by both

the Atlantic and Pacific structures, the forwarding executive pointed out that at 16,500 pounds the Pacific rate produces a little more than 29¢ per ton-mile, while on the Atlantic the yield is 18¢ per ton-mile. At the lowest weight level, the Pacific yield is 85¢ per ton-mile, and on the Atlantic 58¢ per ton-mile. The absence of relationship in the motivation behind the two structures was questioned by Beck.

NEW OFFICES

AIRLINES

AMERICAN

New York, N. Y.—633 Third Ave. General headquarters.

BOAC

Miami, Fla.—329 E. Flagler St. Mike Alvarez, senior sales representative.

LUFTHANSA

Denver, Colo.—621 17th St. Gene Henderson, regional sales manager.

SEABOARD

Detroit, Mich.—424 Book Building, 1249 Washington Blvd. Orvill Tungate, manager.

FORWARDERS

AMERICAN EXPRESS

Los Angeles, Calif.—Los Angeles International Airport. Lundy Maiorana, supervisor, Export Division; Jack Popkin, supervisor, Import Division.

FORWARDERS

FIATA MEETS IN OCTOBER

The Seventh World Congress of the International Federation of Forwarding Agents Associations will convene in Vienna October 9-14. Sessions will be held at the Federal Chamber of Commerce.

NEW ALLIED FACILITIES

Allied Air Freight, Inc. has opened at Isla Verde Airport, San Juan, Puerto Rico, new offices and terminal and warehouse facilities. Serving both air and marine shippers, the new 7,500 square-foot facility is reported to be the largest forwarder operation in the Caribbean. It is headed by Hector Aleman, manager for Puerto Rico. Allied, whose headquarters are in New York, operates its own trucking system in Puerto Rico, making regular pickups and deliveries throughout the island.

AEI ADDS ANOTHER SERVICE

POE — Purchase Orders Expedited — is Air Express International's newest service, this one aimed at facilitating the work of importers. According to John E. Muhlfeld, vice president-sales, POE was designed to "save United States purchasers of foreign-manufactured goods both time and money."

At no extra cost to the importer or to the shipper abroad, it enables the importer to determine both the status and shipping date of his purchase. The importer fills in a simple, prepaid air mail form which AEI has prepared, and lists thereon his purchase order number and name and address of the supplier. Received at AEI headquarters in New York, the information on the form is transmitted to the AEI foreign office nearest the supplier. An AEI representative contacts the supplier, obtains the needed information, and flashes it back to the importer.

Muhlfeld pointed out that POE, while giving the importer what in effect is a representative abroad, expedites the processing of his merchandise up to the point of its actual shipment, the latter operation being taken care of by AEI.

AT THE CAB

WTC Air Freight — Complaint filed against five pickup and delivery agents for Air Cargo, Inc., ground service organization of the scheduled airlines: Dave's Motor Transportation, Inc.; Atlantic Air Freight, Inc.; Airline Express, Inc.; Mercury Air Freight; and General Parcel Delivery Co. WTC charges that five of the six named companies illegally acquired control of General Air Freight, Inc., a domestic air freight forwarding firm, likewise named in the complaint.

According to WTC, more than 75% of the issued and outstanding stock of General was acquired by the controlling stockholders, officers and directors of the trucking firms. This, the Los Angeles-based forwarder said, was "brought about by the purchase of General's stock by officers owners, partners, directors, employees, agents and other representatives of the surface carrier respondents, acting through various nominees, dummies, and other figureheads." The company further charged that there was a conspiracy to conceal "illegal and improper" ownership of General. Core of the charge is that the surface carriers, as ACI cartage agents in major Eastern and

Joseph A. Sattelle

One of the most respected executives in the freight forwarding industry, Joseph A. Sattelle, passed away last month at the age of 59.



Sattelle, who was associated with Acme Fast Freight, Inc. since 1929, was manager of its Foreign Department, as well as secretary of Acme Air Cargo, Inc. Instrumental in the formation of the Air Freight Forwarders Association, he had served as AFFA secretary and as a director.

The deceased is survived by his wife, Gertrude.

Midwest cities, "have the opportunity to use their authority . . . to prefer General over other air freight forwarders and direct air carriers in the course of performing the pickup and delivery of air freight."

Jet Air Freight — The Los Angeles air freight forwarder has filed a complaint against Peter A. Bernacki, Inc., alleging that the continued use of the name, Jet Air Freight Division by Bernacki violates Section 411 of the Federal Aviation Act and Sections 296.50 and 297.42 of the CAB Economic Regulations. Complainant requests the revocation of Bernacki's operating authority, suspension of its authorizations, and issuance of a cease and desist order prohibiting Bernacki's use of the name.

Panalpina Airfreight System—Joint application of Panalpina, Fred Gurzeler, and J. Alfred Rohner for approval of interlocking and control relationships proposed to exist through the holding by Gurzeler and Rohner of officerships and/or directorships in Panalpina and in Rohner, Gehrig & Co., New York, and through the owning by each of the individual applicants of 50% of the outstanding stock of Panalpina and 30% of the stock of Rohner, Gehrig.

CLUB NEWS

Air Cargo Sales Club Inc.: The following officers have been elected: James McQuade, New York Airways Helicopter Service, president; Charles Schutze, BOAC, vice president; Francis Romero, REAL Airlines, secretary; Robert Havenstein, National Airlines, treasurer; Victor Raso, Sabena Belgian World Airlines, director (three years); Frank Turano, Alitalia, director (three years); and Alfred Shea, Icelandic Airlines, director (one year). Shea is serving the one year which had remained to McQuade as a member of the board.

Women's Traffic Club of New York, Inc.: The following new officers were installed at the 30th annual dinner meeting: Helen P. Reilly, Aluminum Company of America, president; Beulah R. Gluckman, Rubber & Plastics Compound Co., first vice president; Evelyn G. Kobler, Long

Island Railroad; Armida E. Martucci, Daniel F. Young, Inc., recording secretary; Rosemary Skippon, Waterman Steamship Corp., corresponding secretary; Irene Wheeler, Knickerbocker Despatch, Inc., treasurer. Directors: Margaret V. Leary, Port of New York Authority; Jo Ann Gibilaro, H. P. Welch Co.; Rose Marie Nehrig, Republic Carloading & Distributing Co.; Vera Bacon, Francis H. Leggett Co.

Women's Traffic Club of Chicago: Installed as officers for 1961-1962 are: Ella A. Daniels, Ames Express, president; Eva L. Anderson, Union Pacific Railroad, first vice president; Ann Freidmeyer, Green Bay & Western Railroad, second vice president; Florence Long, Central Soya Co., recording secretary; Louise B. World, Drake Petroleum Co., corresponding secretary; Marge Nicolay McGraw, treasurer. Louise B. Wahlberg, the retiring president, has been elected chairman of the board.

Traffic Club of Greater Los Angeles: Membership in the Associated Traffic Clubs of America has been approved for the club by its board. On July 12 members toured GMC's Pacific coast area Chevrolet plant in Van Nuys.

Traffic and Transportation Association of Pittsburgh: Wade H. Keller, assistant traffic manager of the Tubular Products division of the Babcock & Wilcox Co. of Beaver Falls, elected president. Also elected: Richard G. Williams, Jr., vice president; Robert Firmin, recording secretary; Philip D. Virgil, financial secretary; Edwin S. Maslowski, membership secretary; John W. Lind, treasurer; Edward W. Morgan, custodian; and G. Robert Surls, historian.

AIRPORTS

SEATTLE-TACOMA

Freight handlings in May totaled 3,439,408 pounds, a drop of about 5½% from the same month a year ago. Express handlings, at 278,516 pounds, slipped 1%. For the first five months of 1961, total inbound and outbound freight (14,926,904 pounds) was off 1,353,052 pounds; and express (1,273,194 pounds) was down 9,413 pounds.

NEW YORK

The Port of New York Authority has awarded contracts for the construction of two new cargo buildings and related paving and utilities at New York International Airport. The two single-story, steel and masonry structures, to be located in the Air Cargo Center, will be built at a cost of \$1,498,600. Providing approximately 125,000 square feet of space for airline use, ramps for 10 aircraft, loading platforms for some 40 trucks, and vehicular parking for about 350 cars, both buildings are expected to be ready for occupancy next July. The present Air Cargo Center contains five buildings and an Animalport.

PUERTO RICO

Cargo handled in the month of May totaled 4,098,066 pounds, an increase of 6.4% over the same month a year ago. Total poundage handled in the first five months of 1961 was 19,957,162, a rise of 1.2%.

SCHIPHOL

The Netherlands airport, one of the most important ones in Europe, last year handled a total of 102,363,729 pounds of



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freight, a big jump from the 85,367,827 pounds handled in 1959. The total was divided as follows: Europe, 66,634,328 pounds; intercontinental, 35,695,413 pounds; local, 33,938 pounds.

CONGRATULATIONS

UNITED STATES AIRLINES

Alaska: Hal Heagney appointed regional sales manager at the new regional sales office in San Francisco. His territory includes Nevada, Idaho, Utah, Wyoming and Colorado. Heagney comes from Western, with which airline he spent five of his eight years in the industry.

American: J. Gordon Bennett elected assistant vice president for schedule development. Prior to joining the carrier in 1960, he held a number of responsible posts in Washington, D. C., beginning in



Row 1—Collin and Clute (Eastern).
Row 2—Prigge (National), Spuhler (TWA).
Row 3—Love (TWA), Bewshea (BOAC).
Row 4—Vasquez (ABCI), Brenno (Airborne).

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1948 with the Civil Aeronautics Administration . . . James J. Mansfield named director of commercial sales. His services with American started in 1945 . . . Lionel Rogers appointed manager of traffic administration. He heads the new unit combining the functions of interline traffic affairs with traffic administration and facilitation.

Eastern: Fred A. Collin elevated to manager of cargo sales. Having entered commercial aviation in 1947, he served with Colonial Airlines before it merged with Eastern . . . De Hart B. Clute succeeds Collin as tariff manager. He joins from Mohawk.

National: William F. Prigge becomes vice president in charge of traffic and sales. Prior to joining the domestic carrier last May, he had been associated for 24 years with American . . . John L. Morris, vice president of National, reappointed to his fourth consecutive term on the Foreign Policy Committee of the Chamber of Commerce of the United States . . . Edward U. Clapper joins as advertising manager. For the past eight years he has served with Pan Am's Latin American Division in Miami.

Northeast: The following appointments of district sales managers have been made: Baden R. Peters, Miami; Gerald Coffey, Washington; and Robert P. McElwain, Baltimore.

Northwest: New assignments for management personnel are: Donald J. Herring, district sales manager in Seoul, Korea, takes the same position in Vancouver, B. C.; Thomas W. Guns, replaced by Her-

ring in Vancouver, represents Northwest in Saigon, Vietnam; H. Sherman Brisco, area sales representative in Hartford, Conn., elevated to European sales director, headquartered in London, England; Charles M. Tucker, moves from Milwaukee on promotion to area sales representative in Indiana; Donald M. Esperson, assistant reservations manager in Minneapolis-St. Paul, upped to reservations manager in Chicago; and George Iwatsubo, sales representative in Tokyo, becomes district sales manager.

Pan American: Veteran Latin American airline sales executives have been appointed regional sales managers: Jose L. Proenza, headquartered in Miami, will cover Panama and all of Central America; Charles Larrabee assigned to the Leeward Islands, Curacao, French Guiana, Surinam and British Guiana, with Port of Spain, Trinidad, as his base; Paul N. Dault, with offices in Buenos Aires, takes in Argentina, Uruguay and Paraguay; and Ted C. Pelikan, working out of Lima, assumes responsibility for Ecuador, Bolivia, Peru and Chile.

Riddle: Laird H. Wallace named director of personnel.

TWA: Fred M. Spuhler appointed assistant to the vice president and general sales manager. He has been with TWA for 18 years, his most recent post being that of district sales manager in New York City . . . William C. Love, formerly district sales manager in Washington, succeeds Spuhler in New York. Having joined the carrier in 1939, he subsequently spent 13 years overseas, serving in Bangkok, Cairo and Germany.

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United: George E. Hagenah transferred to Honolulu as district cargo representative. Replacing him in Oakland, California, is James H. Miller, 15 years veteran of United.

FOREIGN AIRLINES

Air France: Pierre Digeon moves from Pittsburgh, where he was district manager, to Houston, where he holds a similar position.

Alitalia: Joseph D. Silveira and R. Gregory Flynn appointed sales representatives in Boston.

BEA: Lord Douglas of Kirtleside will continue as chairman until December 23, 1963, his seventieth birthday, the British Minister of Aviation having invited him to do so.

BOAC: Paul Bewshea appointed manager-Pacific services. A veteran executive of the British carrier and its predecessor company, Imperial Airways, he has served for the past 32 years in New York. He will continue to be headquartered in New York, and will also continue as sales adviser to manager-USA.

Icelandic: Hans van Staveren, formerly a travel agent, appointed New Jersey area sales representative.

JAL: Thomas Rickert becomes the first full-time cargo sales representative in the Philadelphia area.

KLM: Peter Meyer named district manager in Syracuse.

LAN-Chile: Willard J. Barber assumes the position of cargo sales representative, headquartered in New York City. His past experience includes service with ABC Air Freight and also Swissair.

Lufthansa: Gene Henderson appointed regional sales manager in charge of the new Denver office.

TAA: J. B. Gray Hulton named U. K. sales manager.

FORWARDERS—AGENTS

ABC International: Anthony Vasquez, formerly with M. Lowenstein & Sons, Inc., joins as executive director . . . In Chicago, Joseph S. Gale joins as district manager.

Airborne Freight Corp.: Barry N. Brenno changes his locale from San Francisco to New York, where he has become special assistant to M. B. Brautman, manager-New York region.

REA: Francis T. Halligan appointed general manager-New York City Divisions. He has worked for the express company for 28 years . . . O. R. Ethier, a 19-years veteran with REA, appointed superintendent-New York City Office Division . . . James J. Callan, who joined in 1936, transferred from New York to Cincinnati as superintendent-Ohio Division . . . Kenneth E. Paul appointed superintendent-Philadelphia Division. His service with REA started in 1926 . . . Joseph D. Tucker takes up the duties of superintendent-St. Louis Division. He joined in 1940.

INDUSTRIAL TRAFFIC

Fruehauf Trailer Co.: Frederick H. Mueller elected a director . . . Bruce M. Kersten named vice president-purchasing and traffic.

Sylvania Electric Products: William E. Finn takes the new position of manager of transportation services for the Lighting Products Division.

California Chemical Co., Ortho Division: Barry K. Leonard appointed traffic representative in Richmond, California . . . Joseph L. Royce becomes traffic representative in Fort Madison, Iowa.

AviSun Corporation: Neil S. Llewellyn named general traffic manager.

Studebaker-Packard Corp.: Earl R. Wiseman appointed manager of traffic and transportation.

Crucible Steel Company of America: Anthony Sarkis named traffic manager.

Easo International Inc.: R. A. Appleman heads the newly created traffic department.

Keasbey & Mattison Co.: Talford G. Smith, Jr., assumes the duties of traffic manager of the new asbestos-cement pipe manufacturing plant at Hillsboro, Texas.

Mack Trucks, Inc.: John E. Venn appointed director of transportation.

Olin Mathieson Chemical Corp.: Vincent C. Dinnean named traffic manager of the Winchester-Western Division in New Haven, Conn.

J. I. Case Co.: James Pavel becomes general traffic manager.

AIRCRAFT MANUFACTURERS

Vertol Division, Boeing Company: O. B. O'Neill joins as manager of Far East operations. Recently retired from the Air Force after over 20 years of service, his last appointment was that of Chief of the Helicopter Weapons Systems Project Office, Directorate of Support Systems.

MATERIALS HANDLING

Clark Equipment: Walter E. Schirmer elected executive vice president.

GOVERNMENT

Civil Aeronautics Board: Several organizational and staff changes have been approved by the Board, in consequence of which the following appointments have been made: Harold R. Sanderson becomes secretary and assistant executive director; Robert K. Friedman, recently on special

assignment to the Federal Aviation Agency, heads a new Management Division in the Office of Administration; Oscar C. Disler takes charge of a newly-established Budget and Finance Division in the Office of Administration; William J. Van Winkle heads an Administrative Services Section in OA to include a General Services Unit, a Publications Unit, and a new Mail and Records Control Unit; Joseph O. Fluet named Chief-Safety Investigation Division in the Bureau of Safety; and W. H. Lundin takes the post of Chief of the Legal Division, CAB Bureau of Enforcement.

Federal Aviation Agency: Alan L. Dean appointed deputy administrator for administration . . . Lee E. Warren named deputy director-Bureau of Air Traffic Management.

MILITARY

Military Traffic Management Agency: Capt. Harry W. Leiser, USN, appointed director of freight traffic.

ORGANIZATIONS

Customs Brokers & Forwarders Association of America, Inc.: Officers and directors elected for the 1961-62 term: President, Walter J. Mercer, Hudson Shipping Co., Inc.; Vice Presidents, Anthony V. Biegen, Caldwell & Co., Inc.; Samuel Shapiro, Samuel Shapiro & Co., Inc.; John L. Godwin, Association of Forwarding Agents & Foreign Freight Brokers of Mobile; William A. Hausman, Customhouse Brokers Association, Seattle; George W. Lyons, Jr., The Chicago Freight Forwarders & Customs Brokers Association; Secretary, William I. Freedman, Freedman & Slater, Inc.; Treasurer, Gilbert M. Colombo, Behring Shipping Co., Inc.; Chairman of the Board, Martin A. Kerner, Heemsoth-Kerner Corp.; Directors, Herman S. Dorf, Dorf International, Ltd.; Charles Happel, Charles Happel, Inc.; Frank A. Hult, J. E. Bernard & Co., Inc.; William R. Keating, W. R. Keating & Co., Inc.; August J. Pascale, Universal Transcontinental Corp. John F. Budd was re-appointed as Executive Secretary.

FACTS & FIGURES

U. S. AIRLINES

ALLEGHENY

Freight—Total of 749,000 pounds was hauled in May, a 53% gain over the same month a year ago.

Express—May poundage reached 751,000.

AMERICAN

Freight—May volume (10,865,000 ton-miles) rose more than 19% over the May 1959 total. In June a new domestic airline record was established when more than 11,377,000 ton-miles were flown.

Express—May express ton-miles, at 1,016,000, was nearly 11% over the May 1959 figure.

CONTINENTAL

Freight—The airline's system-wide capacity has been upped 10% as a result of the inauguration of Boeing 707 jet service between Los Angeles and Texas, according to a statement by O. Lee Slay, director of cargo sales. Freight ton-miles are running 80% ahead of the 1960 level for the system. He said that the new route should accelerate the rate of increase.

EASTERN

Freight—A new company record for volume was set in May. James E. Reinke, assistant vice president and director of cargo sales, reported revenues were up 53.6% and poundage 40.4% above the same month in 1959.

FOREIGN AIRLINES

BEA

Freight—An 8.4% jump from the total registered in the same month a year ago, brought the British carrier to an April total of 1,412,000 ton-miles.

EAST AFRICAN

Freight—First-half figures show an in-

crease of 5.1% in tonnage hauled on domestic and international routes.

INI

Freight — The Argentine air carrier's first year of operations produced a total of 226,896 kilos of freight. The company's passenger and cargo operations brought a net profit of \$70,000, a rather neat trick for an independent company without a Government subsidy.

FORWARDERS

AIRBORNE FREIGHT CORP.

Gross income for fiscal 1960 reached \$13,439,996, a new high for the San Francisco-based firm. This was 12% over the 1959 total. Assets rose from \$1,907,329 in 1959, to \$2,426,805 in 1960.

RAP ATLANTIC CARGO RATES AGREEMENT

(Continued from Page 4)

the serious threat of a rate war (*March 1961 AT, Page 24; April, Page 16; June, Page 14*). Twice, long IATA sessions in France ended in bitter stalemates. The third try, at Montreal, brought a compromise agreement.

CAB Murphy had asked the forwarders to comment on these questions:

1. "Does the IATA agreement afford an appropriate basis for lifting condition (d), insofar as it applies in the westbound direction, which is at present attached to the Board by the charter resolution?" (Condition (d) permits IATA carriers to charter aircraft to United States international air freight forwarders.)

2. What are the "estimates as to the distribution of traffic movement between the general cargo rate schedule and the specific commodity rates as compared with experience under the present rate structure?"

3. What is the degree to which, "as a practical matter, the forwarder's ability to consolidate will be enhanced?"

Haffer gave an "emphatic 'no'" to the first question. He said that the agreement can be "appropriate basis" for permitting the North Atlantic carriers to ban forwarders charters only if it meets the standards enunciated by the Board in its invitation to the carriers to produce a volume rate structure in return for charter restrictions" which would accommodate certain views held in Europe (*May 1961 AT; Page 4*). The AFFA official declared:

"The members of the Association do not believe that anyone could seriously contend that the proposed rate agreement even approximates meeting the criteria laid down by the Board in its previous statements to the members of IATA and to the forwarders regarding the type of rate structure which the Board would consider necessary for removing Condition (4) to Resolution 045 so as to permit the IATA carriers westbound to deny charter rights to forwarders.

"In a letter from Chairman Boyd, under date of March 28, 1961, the Board stated that if the IATA carriers would agree upon a satisfactory structure the Board would propose to remove Condition (d) westbound as a condition of its approval of IATA resolution 045. The Board then proceeded to define what in its view would constitute a satisfactory rate structure as a basis for the removal of such condition. It advised the carriers quite plainly and without equivocation that it would regard as meeting the criteria for volume development a general commodity rate structure with a number of reasonably spaced break

points between 1,000 and 7,500 or 10,000 kg. levels. . . . The specific commodity section of a rate schedule which the Board believed would meet its criteria was one which should represent by far the lesser percentage of the total weight carried. The Board then concluded that with a structure of the type envisaged it would see no need for the continued imposition of Condition (d). In a letter dated April 14, 1961, from Vice Chairman Murphy, the Board affirmed (ed) its earlier statement of March 28.

"In an address before the Air Freight Forwarders Association in the intervening period between March 28 and April 14, Chairman Boyd reiterated that it was only on the basis of the IATA carriers agreement upon a number of reasonably spaced break points at appropriate discounts within a general framework of 1,000 and 7,500 or 10,000 kgs. that the Board would consider lifting its restriction against prohibiting forwarder charters (*May 1961 AT; Page 20*).

"Even aside from the almost complete failure of the specific commodity portion of the proposed agreement to conform to the Board standards which we consider in separate context below, the general commodity provision of the agreement has a top weight break of only 1,000 kgs. westbound. Obviously the carriers did not even come close to the 7,500 or 10,000 kg. level, nor for that matter did they produce even a 5,000 or 6,000 or 6,500 or 7,000 kg. ceiling, nor naturally did they propose any number of breaks below such unattained ceiling. There is not a trace of a scheduled, volume-rate substitute offered by the carriers in return for a reimposition of the charter restrictions. While there is a 7,500 kg. break proposed eastbound, there are no number of weight breaks between the 1,000 kg. and the 7,500 kg.; and in any event, as Vice Chairman Murphy correctly commented in his letter of April 14, 1961, there is no justification for considering comparable action with respect to east-bound chartering activity which has not presented the problem encountered in Europe of dislocation in established markets."

Haffer pointed out that "the whole matter of the possibility of allowing the carriers to redeem their prohibition on forwarder charters has been thoroughly canvassed" a number of times with the CAB and orally discussed before it "in great detail." This was prompted by several European carriers who charged that volume forwarder charters on the west-bound run were hurting their rate structure, he said, adding:

"The Board concluded that if in truth this were the problem, it would consider permitting them to extirpate this last incentive for large volume consolidations provided that they offered an adequate replacement for this encouragement for volume movement within the scheduled, general commodity rate structure. The Board laid down minimum standards for acceding to the request of foreign carriers for the privilege of readopting charter limitations westbound."

The AFFA letter further stated that "it is clear beyond cavil" that the airlines were unable to find unanimity on meeting the Board's terms, or thought the price too costly, or "perhaps as a practical matter concluded that they can effectively restrict forwarder charters in some other way such as by conveniently finding an excess of aircraft unavailable for charter purposes."

Replying to Murphy's request for estimates as to the distribution of traffic between general and specific cargo rates, Haffer noted that "a minimum" of 75% to 90% of North Atlantic forwarder traffic by weight is moving under specific commodity rates at the present time. He expressed the belief that the same ratio holds true for the airlines' non-forwarder traffic.

Since there has been no experience under the new rate structure, Haffer said, a projection "must necessarily embody a substantial amount of guesswork." The AFFA membership, he stated, is of the opinion that if there is to be any reduction of traffic moving under specific commodity rates, the tonnage would not be higher than 10%. Haffer asserted that the reduction of the present 78 categories of commodities to 24 westbound and 15 east-bound, effective September 1, was "principally accomplished by the legerdemain of regrouping a number of items into a single item with no reduction in the specific products under that item."

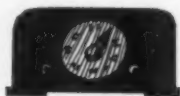
"If anything, items under the proposed groupings, because of the scope of many of them, are much less entitled to be described as 'specific' commodities than under the present structure. There are in fact even additional items in the proposed specific structure covering products now moving at higher rates under the existing

general commodity rate structure, such as paints and dyes in Item 6005. . . .

"If there is to be any shift over from specific commodity to general commodity movement, it must come almost exclusively from the cancellation of Item No. 4702, Machinery, Electrical Apparatus and Tools, and that part of present Item 9993, relating to large-volume, used household goods. A substantial part of the former, however, is still retained in other specific commodity groupings by the simple process of transferring some of the products to other items, such as Item 4418, or by adding new items which in part will cover some of those under existing Item 4702 such as proposed Item 4403, Electronic Panels, etc., Items 8550 and 8555 covering certain instruments and tools, and Item 4106 covering aircraft parts. It is estimated, for example, that products added to proposed Item 4418, which is a substitute for present Item 4402

will represent at a minimum 10% in excess of those products now under present Item 4402 and are accountable for transfers from other items purported to be abolished. It is also expected that an appreciable portion of the 'machinery' moving under cancelled Item 4702 will move as 'Agricultural Machinery' under Item 4202 which is retained in the proposed agreement.

"It is quite evident that the maintenance of this huge number of specific commodity rates approximating if not equal to tonnage movements under the present rate structure, which represent far and away the greater percentage of the freight moving in transatlantic traffic, cannot serve any so called 'developmental' or 'promotional' purposes. Much of them have been part of the tariff structure for many years and no longer require any 'developmental' assistance. But the great mass of them are broad-based items representing numerous products which form the heart of carrier and forwarder movements and continued under a preferential system which is not conducive to the development of air transportation. They are in effect general commodity movements at uneconomical rates and without weight breaks adequate to encourage high volume consolidations."



Because there are no weight breaks in the higher volumes, and because where a break occurs "the rate spread is too narrow to create any real incentive for the generation of increased volume," AFFA members are certain that the new rate structure will "not materially enhance" the forwarder's ability to consolidate. Haffer said in reply to the CAB vice chairman's final question. The forwarders, he said, are "encouraged" by the institution of several discounts up to 1,000 kg. which should bring a slight increase in traffic and "improvement in the overall ability of the forwarder to consolidate." The AFFA officer went on to say:

"The lid is clamped tight, however, on the real volume discounts which are the basic inducements for all-out consolidation efforts. There are no westbound breaks at all above 1,000 kgs. Eastbound, the sole break beyond this, at 7,500 kg., would be suitable only for the very largest forwarder, not for the medium-sized forwarder. Even then, this break itself is unlikely to produce any real spur because the typical spread between 1,000 kg. and 7,500 kg. is so small as not to warrant in most situations the expenditure of time and money to attain that level through consolidation of a number of small shipments from different shippers, with the solicitation effort and paper work necessary to obtain, prepare, dispatch and follow through such a consolidation. This 7,500 kg. level would be principally profitable for use by a big shipper who at some special time may have his own particularly large movement 'without consolidation.'

"The 1,000 kg. ceiling, which is the only practical maximum break in each direction, is not a true volume level adequate to encourage large day-to-day consolidation efforts by the single largest producer of volume freight—the air freight forwarder. Once that level is attained, there is no further savings inducement for the added and usually more costly effort by the for-

warder to sell the shipper so as to increase the size of his consolidation.

"Radical reductions in the under 45 kg. rate in the general commodity structure (e.g., \$2.80 to \$2.20 per kilo New York-London) will also act as a deterrent to any substantial improvement in the development of forwarder consolidations. The reason for this reduction is almost incomprehensible, particularly in view of the fact that it applies almost exclusively to emergency freight which must move by air at any price and at a weight level quite expensive for the airlines and forwarders to sell and handle. We do not believe the airlines can establish that the resulting diminution in yield will be somehow compensated for by a striking increase in their volume at that level. This question, however, is for them to answer.

"But impact on yield apart, it is clear that the reduction in the rates under 45 kg., which results in a sharp narrowing of the spreads between the under 45 kg. rate and the rates for the breaks above that, will reduce the economic incentive for the forwarders to sell small package freight and produce a consolidation. Concern with forwarder success in selling shippers in the under 45 kg. market and concern with the developing forwarder stability does not justify the strategy of this backward step.

"Finally, the retention of the mass of specific commodities will make the proposed general commodity rate structure substantially unusable even if the latter were adjusted to higher volume movements with profitable spreads or margins between breaks. And the specific commodity structure is clearly, aside from all its other faults, not a volume rate structure offering any forwarder incentive. Most of the specifics have only one break, that at 45 kg. Those classifications which have additional breaks beyond this represent, in the main, items produced and shipped at selected geographical points in those higher volumes by a single shipper, and do not represent any incentive or opportunity for consolidation by a forwarder.

"The members of the Association believe that the proposed rate structure, if it had not been undermined by the specific

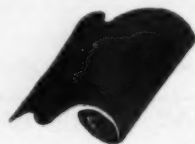


commodity structure, and if not adversely affected by the rate reductions below 45 kgs., would have represented an improvement in consolidation possibilities between 45 and 1,000 kg. We welcome the principle of these breaks as we do the 7,500 kg. eastbound break. The proposed structure, however, overall offers no appreciable incentive for the development of large volume traffic by the forwarder despite the public and industry needs that such an incentive would serve."

Haffer cited CAB Chairman Boyd's own address before the AFFA last April, in which the latter stated that "the carriers must provide incentives which will encourage shippers, agents and consolidators to bring more and more cargo to their doors. These incentives must be attractive to the market and rewarding to the carriers. The effort must be concerted, orderly, productive and non-discriminatory."

"Unfortunately," Haffer observed, "the

IATA conference has not only failed to heed these knowledgeable words with respect to a general commodity structure, but has substantially continued to hold firm to an anachronistic, distorted and discriminatory and uneconomic specific commodity rate structure that for the most part will effectively nullify the minimal volume-producing consolidation possibilities inherent in the new general commodity structure. . . . The airlines need not have foresworn their own solicitation of individual shippers in order to encourage forwarder solicitation by such shippers as well. But they have, whether through fear



of the forwarder or otherwise, given him a little something on the one hand and taken it away with the other. Where a giant step forward is needed, they have done not much better, on balance, than if they had stood still."

Alvin B. Beck, AEI's president, made the following points in his communication to Vice Chairman Murphy:

1. Reduction of the under-45 kg. general commodity rates by some 22% "is an unwarranted dilution of yield and revenue which will not be offset by any corresponding volume increase." He called the under-45 kg. traffic a "captive market, consisting largely of emergency-type traffic which would move anyway without regard to price."

2. The weight-break system is "disappointing."

3. The spreads in rates will not generate sufficiently increased volume. For example: "the spread between the 2,200 lb. and 16,500 lb. levels to Switzerland is only 1¢ per pound (34¢ vs. 33¢), and to most other destinations only 2¢ per pound."

4. The airlines have ignored the comments of the Board which was of the opinion that commodity rates "should be restricted to a limited number of commodities for which special rates are clearly required," such commodities to "represent by far the lesser percentage of the total weight carried."

5. Approximately 60% to 75% of the weight of North Atlantic air cargo will continue to move under specific commodity rates when the new structure becomes effective, as against AEI's present experience of 75.85%.

Beck urged continuation of Condition (d), and suggested that the Board "reserve the right to review the airlines' experience at the end of a specific period with respect to development of new traffic and division traffic volume moving at general and specific commodity rates." The time of the proposed review should take some time between April 1 and August 31, 1962, AEI's president said.

MATS AWARDS

(Continued from Page 8)

transportation of military passengers and cargo. The contracting agency was the Military Air Transport Service.

Contracting air carriers, in the order of the size of the individual awards are: Pan Am, Northwest, TWA, Seaboard, Flying Tiger, Slick, Trans International, Alaska, Capitol, Trans Caribbean, and Riddle.

BOOKS

Test Flying (Harper & Brothers; 224 pages; \$4.00), by Constance Babington-Smith, is a "reinterpretation" of the work of the test pilot—in this case, of the British test pilot. In her interesting book, the author has concentrated on projects involving the most advanced types of work, both pure research and the development of prototypes. Miss Babington-Smith calls it "creative" test flying, and she shows the reader exactly why it is exactly that. What's ahead for the test pilot? Gradual extinction through the fabulous advances of automation, the author believes. You'll like *Test Flying*.

In **Man and the Moon** (World Publishing Co.; 171 pages; \$6.50), a dozen qualified writers, including Robert S. Richardson, editor of the volume, cover "the most neglected body in the sky," the moon. Conquest of the lunar body is near; "we are not playing make believe any more." It is in this vein that *Man and the Moon* was compiled. Together with excellent photos, and outstanding illustrations by Chesley Bonestell, the authors discuss all the questions which normally occur to the layman. What is on the dark side of the moon? What is lunar dust? Is there a volcano? What will a trip to the moon be like? How will a mining engineer, for example, fare on the moon? Absorbing to the last page.

For a first-rate introduction to the Land of the Rising Sun, we commend you to Sir Esler Denning's **Japan** (Friedrich A. Praeger, Inc.; 263 pages; paperback, \$1.85; clothbound, \$5.85). Divided into four parts, the author discusses the country's historical background (up to and through World War II), postwar era, aspects of the new Japan, and her new place in the world. Japan's future, Sir Esler writes, is "hidden from us." The indications are, he adds, that she will "occupy an increasingly important and influential position in the world in the years to come," provided that the extremists are kept in check.

Co-authored by P. K. Kemp and Christopher Lloyd, **Brethren of the Coast** (St. Martin's Press; 248 pages; \$4.95) is a thoroughly fascinating account of buccaneering and privateering in the South Pacific. It was Sir Henry Morgan whose capture of Panama opened the gate to a new age of buccaneering enterprise in the South Seas, after pickings in the Caribbean had become slim indeed. Kemp and Lloyd have done a prodigious amount of research, consulting original sources wherever possible in their self-assigned task to set the record straight. We certainly agree with them that "where the Brethren of the Coast are concerned, the facts are often stranger than the fictions they inspired." *Brethren of the Coast* incites that kind of excitement in a reader which should lead to multiple perusals.

For Fear We Shall Perish (E. P. Dutton & Co., Inc.; 312 pages; \$5.00), by Joseph Pigney, is a gruesome story. Taking place in 1846, it is about the fateful decision of a group of 70 California-bound emigrants to separate from a large wagon train which was following a slow but safe route. "To the left, cutting sharply to the southwest was another road, the road to Fort Bridger, and for the Californians the tempting discovery known as the Hastings Cutoff." But the attractive cutoff which supposedly saved many hard miles, as described in Lansford Warren Hastings' *Emigrants' Guide*, did not exist. It drew the party headed by George Donner, an ineffectual leader, to a series of horrible sufferings. Hunger reduced them to murder and cannibalism. More than a third perished. Credit Pigney with an outstanding work which is vastly superior to all previously published stories of the Donner Party ordeal.

Jimmy Riddle (G. P. Putnam's Sons; 317 pages; \$3.95) is a Putnam Award book—meaning that if you don't like it, you can send it back and get another book on the current best-seller list. This critic's bet is that nobody will send it back. It is absolutely first-class. Written by a British ex-District Commissioner in Africa under the pseudonym of Ian Brook, and in the gaily biting style of the Evelyn Waugh of *Black Magic* (a major recommendation in itself), the book deals with the most serious and topical subject of the emergence of an African British colony into self-governing status. British Colonial Office policy is fiercely criticized—and gloriously spoofed. If you want to learn while you laugh, and vice versa, then this is your book.

Charles Mercer's new novel, **Pilgrim Strangers** (G. P. Putnam's Sons; 320 pages; \$4.50), is, like *Rachel Cade*, the result of his extensive travels in the Belgian Congo. A humorous novel with a point of view that is unmistakable, it stirringly reflects the throbbing passion for *uhuru*—in-de-pen-dence—which has shaken the Dark Continent awake. Mercer's principal characters—an American transport pilot, his three motherless children, and missionaries (excepting an assortment of Congolese)—are instantly familiar. But he has concocted for them a series of adventures which breeds excitement throughout the book and lifts it from the run-of-the-mill.

My Place in the Bazaar (Farrar, Straus & Cudahy; 233 pages; \$3.95) is a volume of 13 short stories which were written by Alec Waugh during a period of more than three decades, starting in 1920. Waugh, the traveler, has laid an exotic imprint on most of his tales. Uniformly well-written and compact, they are, in the main, the literary "bridge" of a craftsman. Qualitatively, his earlier stories have stood the test of time, some of them superior to his more recent efforts. Waugh is not an innovator, but he knows how to tell a story. An enjoyable collection.

Lovers of a good suspense story (meaning most people), will enjoy **Cry Vengeance** (Abelard-Schuman; 191 pages; \$2.95), by Ludovic Peters, a young Welshman. "Fast-moving" has become an overworked adjective in reviewing circles; however, it does apply in this novel about a political assassination in a Balkan country which threatens to touch off World War III. The opening, wherein the assassin, alone in a garret, takes deadly aim at his victim in a distant square, is particularly good. Perhaps the ending is a little less subtle—but then, isn't it always?

Take a young bridegroom who's served with Lord Nelson, now charged with defending his Kentish homeland against the threatened invasion by Napoleon. Add some romantic complications, and there is the skeleton of Shirley Barker's novel, **Corner of the Moon** (Crown Publishers, Inc.; 352 pages; \$4.00). But the author saves her story from the mawkish routine by her strong narrative line, and turning a sense of suspense to good advantage. Pleasant reading.

Howard Fast, the well-known historical novelist, has written a short but wholly engrossing book which turns on a single day in the life of a 15-year-old boy. The date: April 19, 1775. In **April Morning** (Crown Publishers, Inc.; 184 pages; \$3.50), Fast recreates the action at Lexington and its profound effect on and resultant maturing of young Adam Cooper, Fast's revolutionists are an almost forgotten breed of hero. They love their land, their homes, their common, their meeting house; all they want is to be left alone by the redcoats. Any other way meant war, and war it became. As may be expected from the author, his character portrayals are simple but finely etched, lending toughness and meaning to the fibre of *April Morning*. Add this book to your list.

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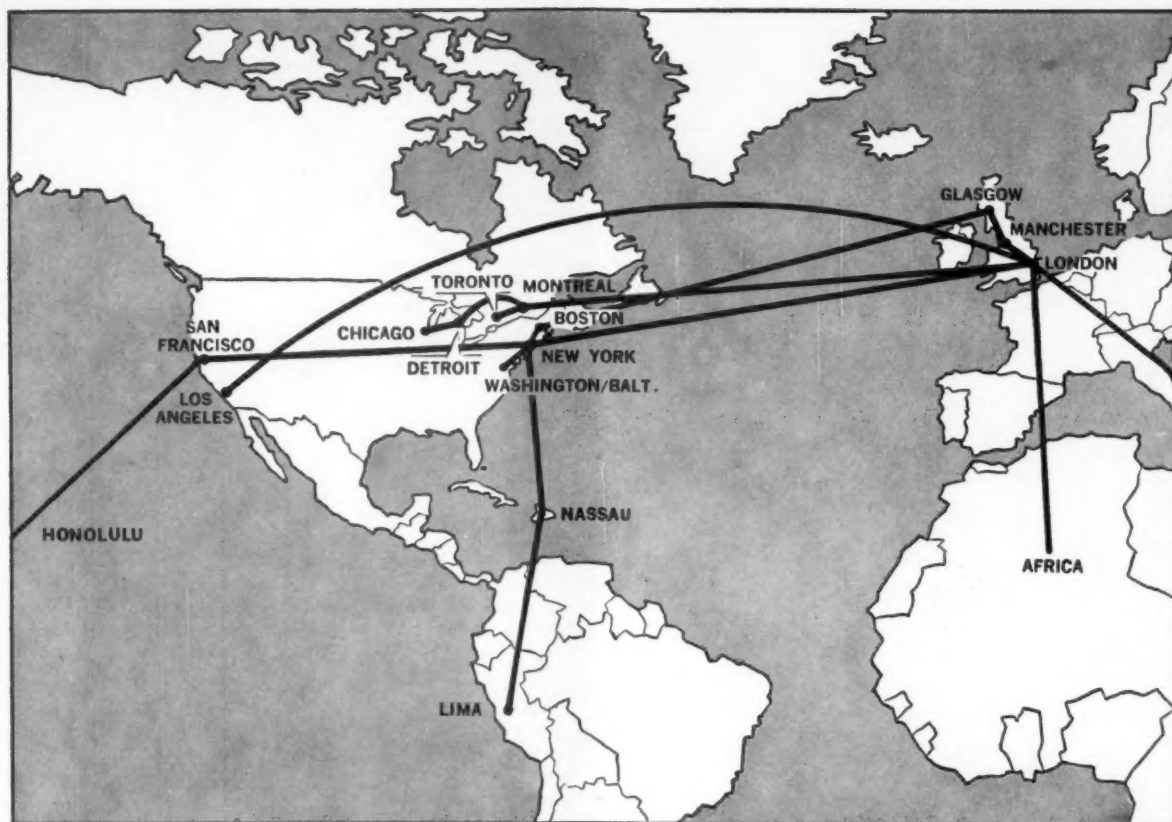
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